Dictionary of Media Studies

Over 8,000 Terms Clearly Defined

Ideal for School and College
Dictionary of Media Studies

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Dictionary of
Media Studies

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Preface

This dictionary provides a basic vocabulary of terms used in the media and entertainment industries. It is ideal for all students of Media Studies and related subjects, as well as those working for the first time in jobs such as journalism, radio and television production and advertising.

Each headword is explained in clear, straightforward English and quotations from newspapers and specialist magazines show how the words are used in context. There are also supplements including an overview of media law, details of major national publications and a list of media resources on the Web.

Thanks are due to Andrea Esser for her help and advice during the production of this book.
Pronunciation Guide

The following symbols have been used to show the pronunciation of the main words in the dictionary.

Stress is indicated by a main stress mark (ˈ) and a secondary stress mark (ˌ). Note that these are only guides, as the stress of the word changes according to its position in the sentence.

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A  abbreviation  amp
A&R  /ə'ri:ə/  noun  the  section  of  a  record  company  that  tries  to  find  new  acts,  works  out  contracts  and  copyright  issues  and  generally  protects  their  artists’  interests.  Full  form  Artists  and  Repertoire
AB  /æ'b/  noun  the  highest  socio-economic  group,  consisting  of  professionals  with  a  high  disposable  income
abbreviate  /ə'brɪvɪət/  verb  to  make  a  piece  of  text  shorter
ABC  abbreviation  1.  Audit  Bureau  of  Circulation  2.  Australian  Broadcasting  Corporation
AB  deadline  /æ'b/  abbreviation  advance  booking  deadline
aberrant  decoding  /æ'bərant/  noun  an  understanding  of  a  text  which  was  not  the  one  intended  by  its  maker
aberration  /,æbə'veɪʃ(ə)n/  noun  a  corrupt  signal  or  incorrect  adjustment
abjection  /æb'zɛkʃ(ə)n/  noun  the  condition  of,  for  example,  a  minority  group,  that  has  been  cast  out  or  expelled
above-the-fold  /ˌæbəv  'fəʊld/  adjective  referring  to  the  most  valuable  area  of  a  webpage  which  appears  at  the  top  of  the  screen  so  that  the  user  does  not  have  to  scroll  down  to  see  it
above-the-line  advertising  /ˌæbəv  'lɛn/də  laɪm  'ɛdvətərərəŋ/  noun  advertising  for  which  commission  is  paid  to  the  advertising  agency,  for  example  an  advertisement  in  a  magazine  or  a  stand  at  a  trade  fair
above-the-title  /ˌæbəv  'tætiʃ(ə)n/  adjective  CINEMA  relating  to  the  credits  that  appear  before  the  title  of  a  film,  listing  the  names  of  the  starring  actors,  the  directors  and  the  producers
abridge  /ə'brɪdʒ/  verb  to  make  a  text  shorter  by  reducing  detail  or  cutting  sections  out
AB  roll  /æ'b/  noun  a  sequence  of  two  video  or  music  segments  that  are  synchronised  so  that  one  fades  as  the  second  starts
absolute  cost  /'æbɔlsət  kɑst/  noun  the  actual  cost  of  placing  an  advertisement  in  a  magazine  or  other  advertising  medium
absolute  time  /'æbɔltɪm/  noun  the  length  of  time  that  an  audio  disc  has  been  playing
abstract  data  type  /'æbstræk't  də'taɪp/  noun  a  general  data  type  that  can  store  any  kind  of  information
Academy  Award  /'ækədi'mi  a'ward/  noun  an  award  that  the  Academy  of  Motion  Picture  Arts  and  Sciences  in  the  United  States  gives  to  particularly  outstanding  actors  and  many  other  workers  in  the  film  industry  each  year.  Also  called  Oscar
acceleration  factor  /'æksəle'reɪʃ(ə)n/  noun  the  idea  that  increased  efficiency  in  communication  and  transport  links  speeds  up  the  exchange  of  information,  which  has  an  immediate  impact  on  the  media
accent  /'ɛksənt/  noun  the  way  in  which  a  language  is  pronounced,  which  is  characteristic  of  a  whole  region,  social  group  or  other  community
access /ˈækses/ noun the ability of the public to question the actions and motives of major media companies. the right of reply

access controller /ˈækses kənˈtraʊlə/ noun an electronic device that transfers image data to a video controller

accessed voices /ˈæksesd vaɪsɪz/ plural noun those people in a society who are given exposure by the media, for example celebrities, politicians and experts in various fields, whose views are not necessarily representative of the views of society as a whole

access head /ˈækses hed/ noun the part of a disk drive that moves to a particular part of the disk’s surface and reads information stored on the disk

access number /ˈækses ˈnʌmbər/ noun online the telephone number that a computer uses to establish a dial-up connection to an Internet service provider or other network provider

accessory shoe /ˈæksesəri jui/ noun photography a bracket on a camera to which an accessory such as a flash unit may be fitted

access panel /ˈækses ˈpæn(ə)l/ noun a group of people that allows their television watching habits to be monitored for research purposes. Also called panel

access provider /ˈækses prəˈvedər/ noun same as Internet service provider

access television /ˈækses ˈteɪlərviʒən/ noun television which is free of state control and broadcast independently, usually on a small budget and within a particular area

account /ˈəʊkənt/ noun an area of business such as design or publicity, that one company handles on behalf of another

account director /ˈəʊkənt dəˈrektər/ noun a person who works in an advertising agency and who oversees various account managers who are each responsible for specific clients

account executive /ˈəʊkənt ɪɡˈekskjuːtɪv/ noun an employee, especially in an advertising or public relations company, who handles all of a client’s business

account handler /ˈəʊkənt ˈhændlər/ noun a person who works in an advertising agency, and who is responsible for a particular client

acid house /ˈæksɪd ˈhauz/ noun electronic disco music that was popular in the late 1980s, and is associated with the use of the drug ecstasy

acid jazz /ˈæksɪd ˈdʒæz/ noun a mixture of funk, jazz, and soul music that was developed in the 1980s

acid rock /ˈæksɪd ˈrɒk/ noun a type of rock music that was popular in the late 1960s, with weird electronic instrumental effects suggestive of psychedelic experiences

ACORN /ˈækərn/ noun marketing a classification of residential areas into categories, based on the type of people who live in them, the type of houses, etc., much used in consumer research. Full form a classification of residential neighbourhoods

acoustic /ˈækstɪk/ adjective 1. referring to sound 2. referring to a musical instrument or musical performance which is not amplified

acoustic coupler /ˈækstɪk ˈkʌplər/ noun a device that connects to a telephone handset, converting binary computer data into sound signals to allow it to be transmitted down a telephone line

acoustic panel /ˈækstɪk ˈpæn(ə)l/ noun a soundproof panel placed behind a device to reduce noise

acoustic rock /ˈækstɪk ˈrɒk/ noun rock music that is mainly played on instruments without electronic amplification

acoustics /ˈækstɪks/ noun the study of sound and sound recording

acquiescent /ˌækwiˈesənt/ adjective in advertising audience classifications, a person who has an easy-going attitude to advertising and is more likely to be impressed by adverts which are funny, clever or eye-catching. ˈəmbivalently

cynic, enthusiast

acquisition /ˌækkwɪˈzɪʃən/ noun 1. the accepting, capturing or collecting of information 2. the act of or acquiring new customers for a company, brand or product, one possible aim of an advertising campaign. Compare retention

Acrobat /ˈækroʊbæt/ noun Adobe Acrobat action /əkˈfæn/ interjection the command a film director uses to tell actors to begin acting as filming begins ˈnoum, adjective a genre of film featuring action
sequences such as natural disasters, violence and acts of heroism

action code /ˈækʃən kəʊd/ noun one of five codes used in the analysis of texts, describing events in a narrative. & enigma

code, referential code, semantic

code, symbolic code

actioner /ˈækʃənər/ noun a film that particularly features a large number of action sequences

ActionMedia /ˈækʃənˈmiːdiə/ a trade name for a digital video system developed by Intel that uses its i750 video processor chip to allow a computer to record, play back and manipulate digital video

action replay /ˈækʃən ′rɪpliə/ noun the repeat of a brief part of a filmed event such as a sports match, often in slow motion

action shot /ˈækʃən ʃɒt/ noun a scene with movement either in a film or on TV

active audience /ˈæktrɪv ‚ədəns/ noun the audience for a media product, seen not as accepting a product as it is presented to them, but as interpreting, interacting with and using it for their own agenda. & uses and gratifications theory

active listening /ˈæktrɪv ′lɪstɪŋ/ noun the act of listening with the attitude of wanting to understand the speaker’s point of view, thinking that it is worth considering. Compare deliberative listening

active participation /ˈæktrɪv pərtɪsɪpəʃən/ the way in which media intrusion can influence the stories which they are supposed to be reporting impartially

active pixel region /ˈæktrɪv ˈpɪks(ə)l ərɪdʒən/ noun an area of a computer screen that can display graphic image information

active video /ˈæktrɪv ˈvɪdiəʊ, ˈæktrɪv ˈvidiəʊ, ′æktrɪv ˈvidiəʊ, ′æktrɪv ˈvidiəʊ/ noun a part of a video signal that contains picture information

actor /ˈæktrɪk/ noun a person who acts in plays, films or television

ACTT /eɪ sɪ tɪ tiː/ noun formerly, the trade union representing workers in the film and television industries. Full form Association of Cinematograph and Television Technicians. & BECTU

actuality /ˌæktrɪkljuːtɪ/ noun live or recorded sound of an event on location as it actually happens

ad /æd/ abbreviation advertisement

ADA abbreviation audio distribution amplifier

adaptive control model /ædɪptɪv ′kəntrəl ′ædɪbəl/ noun a model for planning advertising expenditure which takes into account changes in consumer responses to advertising

adaptor /′ædæptər/ a device which converts a single plug socket into two, three or four sockets

add /æd/ noun additional material in the form of new paragraphs which updates or expands on an existing article

added value /ˌædɪd ′valjuː/ noun, adjective any extra promotion that a publication can offer its advertisers, such as press events, supplements or special sections. & noun extra promotional items that are offered with publications as an enticement to buy, such as free gifts or offers

addendum /′ædədəm/ noun an extra section of a book or magazine, such as an appendix

additive printing /ˌædɪtɪv ′prɪntɪŋ/ noun PHOTOGRAPHY a printing process in which all other colours are produced by mixing the three primary colours

addressee /ˌædəˈrescoʊ/ noun in human interaction, the person who is receiving a piece of communication or to whom it is aimed. Compare addresser

addresser /′ædərɪsər/ noun in human interaction, the person who is trying to communicate with somebody. Compare addressee

ad impression /ˌæd ɪn′prəʃən/ noun the number of times an advertisement is downloaded from a webpage and assumed to have been seen by a potential customer. Also called ad view

adjacency /ˌædʒəsɪˈteɪʃən/ noun a commercial which is run between two TV programmes

ad lib /′æd lɪb/ noun improvised speech

AdLib™ /′ædliːb/ noun a type of sound card for a PC with basic sound playback and MIDI functions

adman /′ædmən/ noun a man whose job is in advertising
admass /ædˈmɑːs/ noun MARKETING the part of society that advertising is aimed at

Adobe Acrobat /əˈdebrək/ a trade name for a piece of software that converts documents and formatted pages into a file format that can be viewed on almost any computer platform or using a web browser on the Internet

ADR abbreviation Automatic Dialogue Replacement

ADR editor /ədˈɛdʒət/ noun in film and television production, the crew member who has responsibility for dubbing re-recorded sound (ADR) onto filmed pieces

adshel /ˈædʃɛl/ noun advertising space that is often illuminated and holds large posters in bus shelters

adspend /ˈædspend/ noun the amount of money that is spent on advertising a particular product

adult-oriented rock /ˈædʌlt,ɔrɪɛntɪd ˈrɒk/ noun classic rock music which appeals to an older audience. Abbreviation AOR

advertisement /ˈædˌvətɪsmənt, ˈpɛn(ə)l/ noun a specially designed large advertising space in a newspaper

advertiser-financed programming /ˌɛdəˌvɔtərˌfɪnəd ˈpɹəˌɡrɑmɪŋ/ noun programmes whose making costs are paid by individual sponsors, rather than out of a larger budget for all programmes paid for by advertising, a licence fee or subscription. Abbreviation AFP

advertising /ˌɛdəˈvɔtərɪŋ/ noun the public promotion of something such as a product, service, business, or event in order to attract or increase interest in it

advertising agency /ˌɛdəˈvɔtərɪŋ ˈæŋʒiˈeɪʃən/ noun a company which creates advertising campaigns for products, from the advertisement concept and storyboard to its filming and production and finally its placement

advertising appropriation /ˌɛdəˈvɔtərɪŋ əˌprɑʊprɪˈteɪʃən/ noun money set aside by an organisation for its advertising

advertising boycotts /ˌɛdəˈvɔtərɪŋˈboʊɪkəts/ the practice of advertising companies influencing media coverage by threatening to take their business elsewhere unless the newspaper publishes a particular story in their interests, or abandons one that they would prefer not to be published

advertising brief /ˌɛdəˈvɔtərɪŋ briːtʃ/ noun basic objectives and instructions concerning an advertising campaign, given by an advertiser to an advertising agency

advertising budget /ˌɛdəˈvɔtərɪŋ ˈbʌdʒɪt/ noun money planned for spending on advertising

advertising campaign /ˌɛdəˈvɔtərɪŋˈkæmpən/ noun a coordinated publicity or advertising drive to sell a product
advertising control /ədˈvɜːtɪznɡ kənˌtrol/ noun legislative and other measures to prevent abuses in advertising

advertising department /ədˈvɜːtɪznɡ dəˈpɑrtmənt/ noun the department in a company that deals with the company’s advertising

advertising expenditure /ədˈvɜːtɪznɡ ɪkˌspɛnˈdɪrɪŋ/ noun the amount a company spends on its advertising time on TV

advertising space in a newspaper or advertising space in the media

advertising impression /ədˈvɜːtɪznɡ ɪmpərˈʃən/ noun the total number of times that an advertisement of any type reaches a person, including duplications. Also called gross audience. Compare net audience

advertising jingle /ədˈvɜːtɪznɡ ˈdʒɪŋɡl/ noun a short and easily remembered tune or song used to advertise a product on television or the radio

advertising manager /ədˈvɜːtɪznɡ ˈmænɪdʒər/ noun the manager in charge of advertising a company’s products

advertising medium /ədˈvɜːtɪznɡ ˈmiːdiəm/ noun a type of advertisement such as a TV commercial

advertising rates /ədˈvɜːtɪznɡ ˈreɪts/ noun the amount of money charged for advertising space in a newspaper or advertising time on TV

advertising sales /ədˈvɜːtɪznɡ ˈsɛlz/ noun the work of selling advertising space in the media

advertising space /ədˈvɜːtɪznɡ ˈspɛs/ noun any available ‘slot’ in a media product, for example part of a newspaper page, 30 seconds of radio time, a banner on a webpage etc, which can be sold to companies for placing an advertisement

advertising specialties /ədˈvɜːtɪznɡ ˈspeʃəlɪtiz/ plural noun special items given away as part of an advertising campaign, such as T-shirts, mugs or umbrellas

Advertising Standards Authority /ədˈvɜːtɪznɡ ˈstændədz ɔːˈθrətri/ noun the body which regulates marketing and advertising in non-broadcast media, to make sure that it is ‘legal, decent, honest and truthful’. Abbreviation ASA

advertising time /ədˈvɜːtɪznɡ ˈtaɪm/ noun the time on television or radio set aside for advertising

‘Clear Channel said the results reflected its strategy of cutting advertising time on radio stations to improve its product.’ [Aline van Duyn, The Financial Times]

advertising weight /ədˈvɜːtɪznɡ ˈwɛt/ noun 1. the amount of advertising given to a brand 2. the amount of advertising of all types used in a particular campaign

advortorial /ədˈvɜːtɪrəriəl/ noun a type of text in a newspaper or magazine which is advertising a product or service

ad view /əd vju/ noun same as ad impression

advocacy advertising /ədˈvɑːkəsɪ ədˈvɜːtɪznɡ/ noun advertising by a business that expresses a particular point of view on an issue

advocacy journalism /ədˈvɑːkəsɪ ədˈvɜːtɪznɡ ˌjɜːnzərnɪl/ noun a type of journalism which seems neutral, but which in fact presents the facts in a persuasive way towards one point of view

adwoman /ədˈwʊmən/ noun a woman whose job is in advertising

AE abbreviation auto exposure

aerial /əˈɛriəl/ noun a part of a radio or television system, often in the form of a metallic rod or wire, that transmits or receives radio waves. An aerial is attached to a radio or TV to improve the reception.

aerial advertising /əˈɛriəl ədˈvɜːtɪznɡ ˈrɛstɪv/ noun advertising displayed in the air from balloons or planes or in smoke designs

aerial perspective /əˈɛriəl ˈpɛrˌspektɪv/ noun the technique of making objects appear more distant by painting them less sharply and brightly

aerial shot /əˈɛriəl ʃɒt/ noun a shot taken from an extremely high angle, above the action. Also called bird’s-eye view

aesthetic /æˈstɪθɪk/ noun beauty, form, composition, as opposed to content ‘...stylish sofas that compete with top end Conran in terms both of finger-on-
aesthetics /æstɪtɪks/ noun the study, pursuit and evaluation of beauty
aesthetic theory /ætɪstɪk ˈθeəri/ noun a philosophical discipline in which art and media texts and products are evaluated in terms of their aesthetic qualities

AGF abbreviation 1. PHOTOGRAPHY autofocus 2. average frequency

affective behaviour /əˈfektɪv brɪˈviː/ noun the category of human behaviour associated with feeling, believing and holding attitudes. Compare cognitive behaviour

affiliate /əˈfɪliət/ noun a local TV station which is part of a national network

affiliate marketing /əˈfɪliət ˈmaːrkɪtɪŋ/ noun the practice of marketing products for companies that pay to have their goods or services advertised on a centralised website

affiliate partner /əˈfɪliət ˈpɑːtnər/ noun a company that puts advertising onto its website for other companies, who pay for this service

affiliate programme /əˈfɪliət ˈprəʊgræm/ noun a form of advertising on the Internet, in which a business persuades other businesses to put banners and buttons advertising its products or services on their websites and pays them a commission on any purchases made by their customers

affordable method /əˈfɔːrdebd(ə)l/ noun a method of budgeting how much can be spent on marketing and promotion, which is based on what you can afford, rather than what you want to achieve

AFM abbreviation assistant floor manager

AFP abbreviation advertiser-financed programming

Afropop /əˈfriːpɒp/ noun contemporary music from Africa and African communities elsewhere in the world

afterpiece /ˌɑːftərˈpiːs/ noun a short dramatic entertainment, usually comic, that follows the performance of a play

AFTRA /ˈæftrə/ abbreviation BROADCAST American Federation of Television and Radio Artists

agate line /əˈɡæt lín/ noun a measure of publishing space on a page, for example in classified advertising, one column that is 1.8mm deep

ageism /æˈdʒɪzəm/ noun the highlighting of differences between older and younger people, especially when this leads to discrimination or prejudice

‘The IT sector has a youthful image... however, the sector has a reputation for ageism and is often perceived as dealing unkindly or unfairly with older workers.’ [Peter Skyte, Computer Weekly magazine]

agency /əˈdʒænsi/ noun 1. an organisation, especially a company, that performs a particular type of service for its clients 2. the fact or condition of doing something of being active

agency commission /əˈdʒænsi ˈkɔːmɪʃən/ noun the fee charged by an advertising agency for its services

agency mark-up /əˈdʒænsi ˈmaːrk ᵉp/ noun an amount of money added by an advertising agency to purchases, which forms parts of the agency’s commission

agency roster /əˈdʒænsi ˈroʊstər/ noun a group of different advertising agencies all which work for a large company

agenda /əˈdʒɛndə/ noun 1. a list of items to be dealt with by somebody, according to priority 2. the idea of a list of items, such as news items or issues, that should be considered important

agenda-setting /əˈdʒɛndə ˈsetɪŋ/ noun the power of the media to decide which issues are covered and to define the way in which they are covered, their order of importance and so on

‘The paper continues to build on its reputation for breaking agenda-setting stories, not least the exclusive revelation of the ministerial rule breach that led to the resignation of David Blunkett.’ [The Independent on Sunday]

COMMENT: McCombs and Shaw describe agenda-setting as a process of allowing the public to decide what is important from a finite list of issues which the media have told them are worth thinking about

agent /əˈdʒɛnt/ noun 1. somebody who officially represents somebody else in business, especially in arranging work in...
entertainment 2. the means by which an effect or result is produced 3. a computer program that works automatically on routine tasks such as sorting e-mail or gathering information

age profile /ˈɛdʒ prəˈfaiəl/ noun a tool that searches for individuals by age group, such as teenagers or over-60s

aggregator /ˈægrɪɡətər/ noun a website which collects syndicated news from other websites, using RSS technology

agit-prop /ˈæɡɪtprɔp/ noun the practice of using the media to distribute propaganda

agony aunt /ˈæɡənɪ ʌnt/ noun a woman who gives personal advice to readers, viewers or listeners, in a newspaper or magazine, or on a radio or television programme

agony column /ˈæɡənɪ ˈkʌlnəm/ noun 1. the section of a newspaper or magazine where advice is given to readers who have written in about their personal problems 2. a newspaper column containing personal messages and advertisements, usually relating to missing relatives or friends

agony uncle /ˈæɡənɪ ˈʌŋkəli/ noun a man who gives personal advice to readers, viewers or listeners, in a newspaper or magazine, or on a radio or television programme

agora /ˈæɡərə/ noun a marketplace on the Internet

agreed doorstep /ˌɔɡriːd ˈdɔːrstept/ noun an interview which appears to be a doorstep, but which has been agreed to beforehand by the interviewee. □ doorstep

Agreement on Trade-Related Aspects of Intellectual Property Rights noun full form of TRIPs agreement

AI abbreviation Audience Appreciation Index

AIDA model /ˈɛdɛdə mosˈdeɪəl/ noun a model for what should be provoked by an advertisement for a product in its preliminary stages, that is: Awareness, Interest, Desire and Action

aided recall /ˈɛdɛd rɪˈkɔrl/ noun an advertising research test to see how well someone remembers an advertisement by giving the respondent some help such as a picture which he or she might associate with it. Compare unaided recall

aid-to-trade /ˈɛd tə ˈtrɛd/ noun a service, such as banking or advertising, that supports trade

air /ɛə/ verb to broadcast a radio or television programme or to be broadcast

AIR abbreviation Average Issue Readership

airbrush /ˈɛəˌbraʊʃ/ noun 1. a device that uses compressed air to force a fine spray of paint onto a surface 2. a tool in graphics and design software which allows flaws to be removed from images □ verb to modify pictures in order to remove flaws etc using a computer airbrush tool

airdate /ˈɛədeɪt/ noun the date of a radio or television broadcast

airing /ˈɛərɪŋ/ noun the occasion of a radio or television broadcast

airplay /ˈɛəprɛl/ noun an occasion when a recording of music is broadcast on the radio, or the number of times a recording is broadcast on the radio

air time /ˈɛə tɜːm/ noun the amount of time given to a programme or subject in radio or television broadcasting 2. the time at which an item is scheduled to be broadcast

airwaves /ˈɛəwɛrvz/ plural noun the radio waves used in broadcasting, often used to refer to radio and television broadcasting in general

A law /ˈɛə lɔː/ noun a method of encoding digital audio data so that an 8-bit word data can contain a 13-bit audio sample

album /ˈælbəm/ noun 1. a recording of music that is issued and marketed as a single product 2. the sleeves for several gramophone records, bound together like a book

ALC abbreviation automatic level control

Aldis lamp /ˈældɪs ˈlæmp/ noun a portable lamp used to flash messages in Morse code

Alexandra Palace /ˌɛlɛkˈsændərəˌpæləs/ noun the studios from which the United Kingdom first broadcast television in 1936, remaining in use until 1955

alienation effect /ˌɛliəˈneɪʃən ɛfɛk/ noun in Marxist theory, the practice of using alienating techniques such as
alignment

unsettling and unnatural lighting effects, or music to force an audience to develop a critical attitude to what they are seeing.

alignment /əˈlaɪnmənt/ noun the positioning of text and headlines within columns on a page

Al-Jazeera /æl dʒəˈzɪrə/ noun a satellite TV channel that is based in Qatar and broadcasts in Arabic

COMMENT: Al-Jazeera came to public notice with coverage of Taliban-controlled areas in Afghanistan and has long been the subject of international controversy because of its willingness to broadcast such footage as the interview with Osama Bin Laden which defended the September 11th attacks on New York City. Many claim that this supports the views of terrorists and helps spread their message to a wider audience, but the network says that such footage is news and should be broadcast uncensored.

all-age personals /ɔ/lengthmarklˈpɜːsonəlz/ plural noun advertisements placed with Internet dating agencies by people of all ages who are looking for a romantic relationship

allegory /əˈlegəri/ noun a story that is a metaphor for another situation, often carrying a moral message

alliteration /əˌlɪtərəˈʃən/ noun a poetic or literary effect achieved by using several words that begin with the same or similar consonants. Compare assonance

allness attitude /ˈaːlnəs əˈɛnɪdʒ/ noun the attitude that it is possible to know everything there is to know about a person or issue. This shapes perceptions and therefore makes communication more difficult.

Alpha /ˈælfə/ noun COMMUNICATION an internationally recognised code word for the letter A, used in radio communications

alt /ɔl/ noun a type of newsgroup on the Internet that contains discussions about alternative subjects

alterity /ɔlˈtɜːrəti/ noun in the theories of structuralism and discourse, the state in which a person recognises that he or she is uniquely different from other people

alternate media /ɔlˈteɪnət ˈmiːdiə/ plural noun forms of advertising such as TV commercials or magazine inserts, which are not direct mailing

alternate route /ɔlˈteɪnət ˈrʊt/ noun a backup path in a communications system, used in case of a fault or breakdown.

alternative comedy /ɔlˈteɪnət ˈkɒmədi/ noun the presentation of comedy material that is deliberately different in style and subject matter from mainstream comedy

I have infinite respect for Eric Morecambe. He exuded comedy, but he was also such an innovator. He was deconstructing humour way before alternative comedy came along.' [Simon Pegg, interview by Robert Colville, The Daily Telegraph]

alternative media /ɔlˈteɪnət ˈmiːdiə/ plural noun 1. media forms such as pamphlets and graffiti, which are not mainstream, and which challenge traditional controls over what is made public 2. any media form which is used to transmit non-mainstream messages or is subject to more liberal controls, regulations over content etc

COMMENT: Alternative media is often cited as a method of avoiding the dangers of mainstream news presentation, which is subject to outside pressures and bias. However, the quality of reporting is often less reliable due to a lack of strong financial backing.

alternative press /ɔlˈteɪnət ˈprɛs/ noun non-mainstream news publications such as those with radical political standpoints or a narrow focus, usually with a small circulation

alt rock /ɔl tæk/ noun rock music that is considered alternative because it is not by well-known performers or promoted by large record companies

always on /ˈɔlweɪz ˈɑːn/ adjective 1. referring to a feature of high-speed broadband communications devices such as cable modems and ADSL that link a computer to the Internet so that the computer appears to be permanently connected and there is no need to dial up a special number 2. describes a home or business with several computers and mobile phones, in which Internet access is not restricted to specific times

am, AM abbreviation RADIO amplitude modulation

ambient advertising /ˌæmbɪənt ˈɛdvətərɪzn/ noun advertising such as posters on the side of a bus or in a public toilet, to which people are exposed during their everyday activities
ambient media /əˈmɛbɪənt ˈmɪdɪə/
plural noun advertising media outdoors, such as posters and advertisements on the sides of buses

ambient noise /əˈmɛbɪənt ˈnəʊz/ noun background noise such as traffic noise or birdsong

ambisomics /əˈmɪbɪˌsɒmɪks/ noun the technique of using several separate channels to record and then reproduce sounds so that they seem to completely surround the listener. a surround sound

ambivalent /əˈmɛbvlənt/ noun in advertising audience classifications, a person who is neither interested in nor opposed to advertising, but passively accepts its influence.

amniotic fluid /əˈmɛnɪtɪk flʌɪd/ noun a liquid within the amniotic sac that is produced by the amnion and surrounds the developing embryo or fetus.

amplification /əˈmplɪfɪˈkeɪʃən/ noun the act or process of using a device such as an amplifier to increase the volume or intensity of sound.

amplifier /əˈmplɪfɪər/ noun 1. a device that increases the magnitude of a signal, voltage or current

amplify /əˈmplɪfai/ verb 1. to become louder, or make a sound become louder, by electronic or other means 2. to increase the magnitude of a signal using an amplifier, or undergo such an increase

amplitude /əˈmplɪtjuːd/ noun a measurement of radio waves, describing the distance of the waves upwards or downwards from the centre point. a frequency, wavelength

anaglyph /əˈnæɡlɪf/ noun a method of transmitting audio or visual information using radio waves, where the frequency remains constant but the amplitude varies according to the input signal. Abbreviation AM. Compare frequency modulation

analog /əˈnæləɡ/ noun an image or representation that is similar in form or function to a real object.

analog channel /əˈnæləɡ ˈʃeɪnl/ noun a communications line that carries analogue signals such as speech

analog line /əˈnæləɡ ˈlайн/ noun a communications line such as a telephone line, that carries analogue signals

analog recording /əˈnæləɡ ˈrɛkərdɪŋ/ noun non-digital recording using magnetic tape

analytic editing /əˌnɛlɪtɪk ˈɛdɪtɪŋ/ noun a type of editing in which a sequence of images is constructed to follow an argument, rather than to explain a narrative

anamorphic /əˈnæmərˈfɪsk/ adjective a picture which is anamorphic has been stretched or distorted by changing the aspect ratio inefficiently

anamorphic lens /əˈnæmərˈfɪsk lɛns/ noun a lens which distorts the image in a particular way

anarchist cinema /əˈnɑːkɪst ˈsɪnəma/ noun a type of film-making which juxta-

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anarchist cinema
anchor /ˈæŋkər/ verb to present a news programme, a presenter who reads the news and introduces news reports and interviews from reporters located outside the studio. Also called anchorperson

anchorage /ˈæŋkərædʒ/ noun the ability of a piece of accompanying text or sound to focus the message of an image so that it is interpreted in the way that was intended

anchorman /ˈæŋkərmaʊn/ noun a man who presents a news programme

anchorperson /ˈæŋkərpɜːsən/ noun same as anchor

anchorwoman /ˈæŋkərwʊmən/ noun a woman who presents a news programme

ancillary-to-trade /ənˈsɪləri təˈtrɛd/ noun a service such as banking or advertising, which supports trade

Andersch, Staats and Bostrom’s model of communication 1969 /ˌændəʃ ståts and ˈbɒstrəm/ noun a model which stresses the transactional nature of any communication, in which meanings are constructed and interpreted by both the sender and the receiver and are also subject to outside influences

androcentric /ˌændroʊˈsɛntrɪk/ adjective referring first to men and male perspectives

‘Rich also commends the emerging field of Women’s Studies for offering a “woman-directed education” that transforms curricula and develops critical thinking about androcentric scholarship and society.’ [NWSA Journal]

androgyne /ənˈdɹɒdʒəni/ noun in feminism, the theoretical condition of being both male and female

anecdote /ˈæŋkədət/ noun a small personal story which helps to illustrate and stir up human interest in a more general issue

anechoic chamber /ˌænɪkˈɔʊk ˈtʃɛmbər/ noun a perfectly quiet room in which sound or radio waves do not reflect off the walls

angle /ˈæŋɡl/ noun the main point of focus when covering a story, usually stressed in the headline or introducing paragraph. Also called hook

animate /ˈænɪmeɪt/ verb to make a series of drawings which, when filmed, will create moving images. ◾ animation /ənɪˈmeɪʃn/ noun same as storyboard

animation cell /ˌænɪˈmeɪʃnˌsɛl/ noun a moving image created from still objects such as drawings or models that are exposed on film for a few frames at a time, then moved slightly. The process is then repeated many times until an entire sequence has been completed.

animation cell /ˌænɪˈmeɪʃnˌsɛl/ noun a single picture or part of a picture on a transparent sheet which can be overlaid with other sheets and backgrounds, used to create animations

animator /ənɪˈmeɪtər/ noun a person who is involved in making animated films

animatoronics /ˌænɪˈmeɪtərənɪks/ plural noun puppets, models and prosthetics which are controlled electronically or mechanically to create movement

anime /ˈænɪmeɪ/ noun manga animation. ◾ manga annals /ˈænələz/ plural noun the records that are published of events and developments in a particular field

Annan Commission Report on Broadcasting 1977 noun a report on the future of the broadcasting industry, which made recommendations for reforms for when the licences of various media companies expired in 1979. A change of government from Labour to Conservative led to most of the recommendations, such as the setting up of new, independent authorities, being rejected.

announce /əˈnɑːns/ verb 1. to read the news headlines or introduce programmes on the television or radio. 2. to present something such as a television or radio show

announcement /əˈnɑːnmənt/ noun a formal notice, making public the news of a birth, wedding, or other event

announcer /əˈnɑːnsər/ noun a person who reads news headlines or gives programme information on the television or radio

annual /ˈænjuəl/ noun a book or magazine, especially one for children, that is published every year and focuses on a particular subject or area of interest
anomie /'ænomi/ noun the state in which there are either insufficient social norms governing behaviour in a particular society or for a particular individual or far too many, which is therefore confusing. This state is blamed for social breakdown and general malaise, and is believed by some to make people more susceptible to the effects of mass media.

anonym /'ænənɪm/ noun a publication by an unnamed or unknown author

answer /'ænsər/ verb to reply to a signal and set up a communications link

antenna /'æntri/ noun same as aerial

anthology /'ænthəlɒdʒi/ noun 1. a book that is made up of essays, stories or poems by different writers 2. a collection of works from different musicians or artists

anthropology /'ænthrəpəlɒdʒi/ noun the study of the human species, focusing on its cultural, historical and social development. Compare sociology

COMMENT: The study of anthropology draws together such diverse areas as archaeology, biology, linguistics, psychology and many more, to create a conception of a society's culture and its 'sense of self'.

anti-aliasing /'ænti 'æliəsɪŋ/ noun a method of "smoothing" digital picture or sound signals, by removing the parts of the signal which are too high-frequency to be represented correctly on the available technology and which may therefore cause interference

anticlimax /'ænti'klɪmæks/ noun a sudden or disappointing change from the serious to the trivial or from compelling to dull

anti-climax order /'ænti 'klɪmæks 'ɔrdər/ noun a method of arranging the arguments or main points in a narrative so the most important point is presented first. Compare climax order

antics /'æntɪks/ noun the outrageous behaviour required of an actor or performer playing an exaggerated comic role

antifeminist /'ænti'femɪnɪst/ adjective referring to the conscious rejection of feminist principles

antihero /'ænti hɪərəʊ/ noun the central character in a story who is not a traditionally brave or good hero

anti-language /'ænti læŋ'wɪdʒ/ noun a new dialectal form of a language which has been developed and designed to exclude outsiders from a group

anti-realism /'ænti 'rɛəlɪzɪm/ noun a method of presenting narrative in a film or novel in which no attempt is made to represent a realistic situation

'In the new novel, Rooke seems to have outdone himself in wild, complex anti-realism. The narrative is steeped in parody, caricature... surrealism and general comic bumptiousness.’ [The Toronto Star]

antisexist /'ænti'sɛksɪst/ adjective gender issues referring to somebody or something that challenges all discrimination on the grounds of sex, most particularly that against women

Anti-Terrorism, Crime and Security Act 2001 noun an act of Parliament that introduced the new offence of inciting racial hatred using the media. Rules on privacy were also relaxed, making personal information more freely available to the authorities when investigating crimes. It was introduced after the New York attacks of September 11th, 2001.

anti-trust laws /'ænti 'trʌst 'lɔz/ plural noun legislation designed to prevent large corporations forming a monopoly to the detriment of smaller enterprises, for example by price-fixing. Companies found guilty of this practice can be fined up to 10% of their annual sales under EU law. & price-fixing

AOL abbreviation America Online

AOR abbreviation MUSIC adult-oriented rock

AP abbreviation 1. Associated Press 2. assistant producer

apache silence /'æpə sɪləns/ noun the use of silence as a form of non-verbal communication in situations in which words are difficult to find, such as when a person has been bereaved

aperture /'æpətrɪ/ noun the hole at the centre of a lens which admits light, meas-
aperture card

ured in f-stops. It may be increased or decreased in size to alter the exposure of the film.

aperture card /'æpətʃə kɑrd/ noun a piece of card that surrounds and supports microfilmed pages so that they can be handled easily.

aperture priority /'æpətʃə prɑrɪti/ noun photography an exposure system where the photographer decides on the aperture of the lens and the appropriate shutter speed is set automatically by the camera.

apocryphal /'æpəkrifl/ adjective referring to information or stories of false or doubtful origin.

'And though the story of the judge who said: 'What are the Beatles?' appears to be apocryphal, there are plenty of other stories which back up the commonly held view that judges live in a well-appointed cloud cuckoo land.' [Jennifer Selway, The Express]

apology /'æpəlɒgi/ noun a written retraction of something which was printed but has later been found to be inaccurate or to have caused offence.

aporia /'æpəriərɪə/ noun in the theories of structuralism and discourse, a state in which there is doubt or uncertainty about how to proceed with an argument.

appeal /'æpəl/ noun a short radio or television programme or a charity campaign asking for donations, usually for a particular cause.

appendix /'æpendɪks/ noun extra material that appears at the end of a book or document.

Apple /æp(ɔ)/ a trade name for computer technology company which has developed, among other products, the Apple Macintosh personal computer and the iPod.

Apple Macintosh /æp(ɔ)l 'mækɪntʃəf/ noun a user-friendly personal computer developed by Apple with the Mac OS X operating system. Also called Mac.

appreciation data /'æpriʃeɪʃn dɑtə/ noun details of a viewer’s or listener’s reactions to a broadcast, used alongside audience numbers.

appreciation index /'æpriʃeɪʃn ɪndɪkst/ noun a measure of how much a person has enjoyed a programme that they have watched, recorded as a score from 1 to 10.

aquatint /ək'wətɪnt/ noun printing a technique of etching with acid on a copper plate in order to produce prints that resemble watercolours.

arbitrary /'ɑrɪbretri/ adjective referring to something that is chosen or determined at random. Human language described as arbitrary because the words or sounds that denote objects do not reflect their features in any meaningful way, but have been chosen as a name for convenience. Onomatopoeic words such as 'buzz' are an exception to this. Compare representative.

arbitrary signifier /'ɑrɪbretri 'sɪgnɪfɪkər/ noun in semiotics, a sign or symbol which bears no direct relation to the thing it signifies or refers to. Compare icon.

arc /ɑrk/ noun a type of powerful light used for filming. verb to change the size or shape of a picture using an aspect ratio converter.

ARC abbreviation aspect ratio converter.

archaeology /'ærkiəlɒgɪ/ noun in cultural theory, the study of ideas and theories, their history and how they interrelate.

archive /'ɑrkɪv/ noun a store of old material such as newspaper articles or pieces of film that can be used again later if needed.

archive material /'ɑrkɪv mə'təriəl/ noun film or footage which has been stored in an archive and can be reused at a later date.

archive site /'ɑrkɪv sæt/ noun a computer on the Internet that provides a vast collection of public-domain files and programs copied from other computers around the Internet, that a user can download.

Areopagitica /'ɛriəpægi'tɪkə/ noun the title of a pamphlet distributed by John Milton in 1644, which defended the freedom of the press and the sanctity of books.

COMMENT: Milton wrote the Areopagitica in protest at the Licensing Act 1643, in which Parliament banned printing without a licence and set up committees to monitor and censor all publications. The Areopagitica was addressed to Parliament and was writing in the style of
a speech, imitating the original Areopagita which was written by the Athenian Isocrates in 355 BC.

A roll /ˈrəʊl/ noun the primary footage used in an edited sequence, mainly interviews or pictures which are directly relevant to the issue. Compare B roll

array /ˈeɪrə/ noun TELECOM the spacing or arrangement of aerials so that their effectiveness is maximised

Arri /ˈærɪ/ a trade name for a German-made type of film camera

Arriflex /ˈærɪfliks/ a trade name for a German-made type of film camera

art director /ˈɑːrt dəˈrɛktə/ noun 1. a person who coordinates creative work in advertising 2. a crew member in television, film and theatre production, who is responsible for overseeing the look and feel of the set and instructing the set designer

artefacts /ˈɑːrtɪfəkts/ plural noun items such as media products, that hold information about the culture that produced them

'A among the bones were those of the Mayan king Kan Maax and his wife, identified by their jewellery, headdresses and other precious artefacts.' [Andrew Gumbel, The Independent]

art film /ɑːrt ˈfɪlm/ noun a film that is made not for commercial reasons, but as a work of art, usually on a low budget

art gallery /ˈɑːrt ˈɡæləri/ noun a building or room where works of art can be seen by the public

art-house /ˈɑːrt həʊs/ adjective 1. referring to films that are not mainstream and are more devoted to the art of film-making than to mass entertainment 2. referring to cinemas that show art-house films

article /ˈɑːrtɪkl/ noun 1. a text on a particular subject in a newspaper, magazine or reference book 2. ONLINE a message or posting to an Internet newsgroup

Article 19 /ˈɑːrtɪkl/ nānˈtitɪn/ noun a clause in the European Convention for the Protection of Human Rights and Fundamental Freedom. The Article defends both the right to freedom of expression and the need for legal conditions and restrictions to be placed upon expression in order to protect other rights such as the right to privacy.

articulation /ˈɑːtɪkjuˈleɪʃən/ noun the process of expressing something

artificial language /ˌɑːrtɪfɪˈleɪndʒər/ noun a language that has been invented for a particular purpose, such as for use with computers. The best-known human artificial language, developed for international communication, is Esperanto.

artificial light /ˌɑːrtɪfɪˈleɪntʃər/ noun lighting used to enable filming where there is no natural light source, for example in a studio

artistic media /ˈɑːrtɪstɪk ˈmeɪdiə/ noun media such as paint, photography, sculpture, collage etc which are used to create works of art

arts /ɑːts/ the arts plural noun 1. activities enjoyed for the beauty they create or the way they present ideas, for example painting, music, and literature 2. non-scientific and nontechnical subjects at school or university

artwork /ˈɑːrtwɜːk/ noun 1. graphics such as charts, diagrams or maps that accompany textual material 2. in printing, any material which can be printed, whether illustrations or text

ASA abbreviation Advertising Standards Authority

ascender /ˈæskendər/ noun 1. the part of a lowercase letter such as d, h or k, that extends above its lower half 2. a letter with an ascender

ascription /ˈæskrɪpʃən/ noun the adjustment of statistics to reflect unexpected circumstances, for example a reduced circulation for a magazine caused by a delay at the printers

A-side /ˈeɪ saɪd/ noun the more important side of a pop, rock, or jazz single that usually contains the title track

ASL abbreviation American Sign Language

as-live /ˈeɪz ˈleɪv/ adjective referring to film or sounds that are pre-recorded and then replayed as if live

aspect ratio /ˈæspekt ˌreɪʃuː/ noun the ratio between the width and height of an image on-screen, such as 4:3, which is the usual television screen size, or 16:9, which is wide screen

aspect ratio converter /ˈæspekt ˌreɪʃuː kənˌvɜːtə/ noun a device for converting pictures into a form that can be
aspirational value

shown on a screen with a different aspect ratio. Abbreviation: ARC

aspirational value /æs'pɛrəʃən(ə)l,veɪʃən/ noun a quality in fiction that makes it appeal to an audience, in which it describes situations and objects which people aspire to or aspire to have, for example romance, money, prestige

aspirer /ə'spɛrər noun in advertising audience classifications, a person who wants products which improve their image and are fashionable.

assimilate /ə'sɪmɪleɪt/ noun 1. to integrate somebody into a larger group, so that differences are minimised or eliminated, or become integrated in this way 2. to integrate new knowledge or information with what is already known

assistant floor manager /ə'sɪstənt flɔ/lengthmark noun an assistant to the floor or stage manager, who does such tasks as checking props and coordinating rehearsals. Abbreviation: AFM

assistant producer /ə,sɛsɪstənt prə'djuːsər/ noun in television production, the crew member who is responsible for directing the content and action, roughly equivalent to a director in film production. Abbreviation: AP

aspiration /ə'spɛrəʃən noun a poetic or literary effect achieved by using several words that contain the same or similar vowel sounds. Compare alliteration

asterisk /æstərizk/ noun a symbol (*) used to indicate that there is a footnote relating to the text after which the symbol appears. Asterisks are also used to replace letters of words which cannot be printed in full because they are considered obscene.

asterism /æstərizəm/ noun PRINTING three asterisks that form a triangle and draw the reader’s attention to the next piece of text

Aston /ə'stən/ a trade name for a character generator which lays captions on an image

Aston operator /ə'stən əpə'retə/ noun the member of a television production team who is responsible for on-screen graphics

Astra /æstrə/ noun a satellite operator which broadcasts BSkyB and other European satellite channels, based in Luxembourg

atmosphere /æt'mɒsfər, atmos/ noun ambient noise, recorded and added to a radio recording to make it sound more realistic. Also called wild track

atmospherics /æt'mɒsfərɪks/ noun noises that interfere with radio reception, caused by natural electrical disturbances in the atmosphere

ATR /ætr/ noun a model showing stages in the effects of advertising on the consumer. According to this model, the customer becomes aware of the product, buys it once to try it, and then buys it again when he or she finds it is satisfactory. Full form awareness, trial, repeat

attachment /ə'tætʃmənt/ noun same as work experience

attack /'ætæk/ noun RADIO the shape of the start of a sound signal over time

attention economy /ə'tenʃən ə'kwəməni/ noun the view that people’s attention, particularly their attention to websites, is a driving force in the economy

attention model of mass communication /ə'tenʃən ə'kwəmənɪəl,ə'mɪəs ə'kwəmənɪəl/ noun the idea that communication (especially in advertising) is a matter of attracting and holding the attention of the consumer or receiver
attention value /əˈtenʃən Iveɪdʒ/ noun the likelihood of an advertisement attracting and holding attention

Newspaper advertising is done at least twice a week, and David reports that the company is ‘experimenting with TV and radio. The typical men’s stores in Detroit don’t do much advertising, so we get good attention value.’ [Stan Gellars, DNR]

attitude /æˈtɪtjuːd/ noun the way in which a person approaches or receives something, formed by social norms, experience and personal taste. Attitudes can be shaped, refined and changed, for example by the presentation of stereotypes in the media.

attitude research /æˈtɪtjuːd rɪˈzɛrtʃən/ noun research into the feelings, tastes and perceptions of an audience

audience appreciation /əˈdʌsn əˈpriːʃiəʃn/ noun a measure of how an audience responded to a media product, used as a factor in ratings research alongside the bare statistics of how many people were watching

Audience Appreciation Index /əˈdʌsn əˈpriːʃiəʃn ˈɪndɪks/ noun a study of audience opinions on programmes they have watched. Abbreviation AI

audience differentiation /əˈdʌsn ˌdiːfərənʃiəˈfɛnʃən/ noun the process of splitting an audience into groups according to age, social status and considering the needs of each group

audience duplication /əˈdʌsn ˈdjuːplɪˈkefənʃən/ noun the percentage of audience for an advertisement that is reached by it more than once, or in more than one form

audience factor /əˈdʌsn ˈfektə/ noun the average number and constituency of viewers in each television-owning home

audience flow /əˈdʌsn flɔʊ/ noun the way in which the audience for a particular channel changes throughout the day, expressed by the percentage that changes the channel, turns the television on or off or leaves the room

audience measurement /əˈdʌsn ˌmɛʒərəmənt/ research into how many people are receiving a particular media product and what they are like, their social status etc.

audience research /əˈdʌsn rɪˈzɛrtʃən/ noun research into the attitudes of an audience to an advertising campaign

audimeter /əˈdʌmɪtər/ noun an electronic device attached to a TV set, which records details of a viewer’s viewing habits

audio /əˈdʌstʃəʊ/ noun recorded material

audiocassette /əˈdʌstʃəʊ ˌkeɪset/ noun an audiotape in a plastic box, for use in a tape recorder

audioconferencing /əˈdʌstʃəʊ ˌkɒnsərəns/ noun BUSINESS the practice of holding a meeting between several people in different locations, whose discussions take place over the telephone

audio console /əˈdʌstʃəʊ ˌkɒnsənsl/ noun a piece of furniture designed to house the separate components of an audio system such as a radio tuner, a compact disc player, a tape recorder and a record deck

audio description /əˈdʌstʃəʊ dɪˈskrɪpʃən/ noun a spoken description of what is happening onscreen for the visually impaired

audio distribution amplifier /əˈdʌstʃəʊ ˌdistrɪˈbjuːʃən əˈmplɪfɪər/ abbreviation ADA. A distribution amplifier

audio EDL /əˈdʌstʃəʊ ˈɛdiːl/ noun editing decision list

audio feed /əˈdʌstʃəʊ fɛd/ noun recorded sound sent from one place to another where it can be used
is known for their distinctive individual
allows dubbing
it is mass-reproduced
unique qualities and mystical value even if
idea that a piece of art retains its special
sound recording for use in a tape recorder
theory in film criticism that suggests that
auteur theory /ˌɔːtərˈθɪəri/ noun the
theory in film criticism that suggests that
a director may be regarded as a film’s
author /ˈɔːθər/ verb to create a computer
application such as a multimedia
document, usually using special software
authoring software /ˈɔːθərɪŋ
ˈswɑːrɪŋ/ authoring system /ˈɔːθərɪŋ
ˈsɪstəm/ noun a special application for
creating multimedia titles. Authoring soft-
ware is for designing the pages of a multi-
media book and placing video clips,
images, text and sound on a page.
authorship /ˈɔːθərʃɪp/ noun the idea
that a particular person in a film’s produc-
tion (usually the director) is mainly
responsible for the look and style of the
film, rather than looking at the larger body
of people who produced it as a whole
author’s marks /ˈɔːθərz markz/ plural
noun proofreading marks made by the
author on a piece of text
auto-conforming /ˈɔːtəʊ kən
ˈfɔrmɪŋ/ noun the process of conforming
done by a special computer program,
which automatically recreates the editing
done during the off-line edit
circulation figures for
definition of circulation figures for
newspapers or magazines that have been
independently verified
aural signature /ˈɔːral ˈsɪɡnətʃə/ noun
a set of musical sounds used to iden-
tify a product or service
Australian Broadcasting Corpor-
ation /əˈstrɪʃən ˈɒstrɑːkstərɪʃən
ˌkeɪpəˈrɛtərɪən/ the government-owned
public service broadcaster of radio and
television programmes in Australia. Abbreviation ABC
auteur /ɔːˈtɔːr/ noun a film director who
is known for their distinctive individual
style
But the talents of movie directors
remain shrouded in mystery and
ignorance. One of the complications is
an ambiguous label – that of ‘auteur’,
which attracts as much derision as it
does respect and eulogy.” [Don Boyd,
Time Out]
auteurism /ˌɔːtɔːrɪzəm/ noun the
principle that a director’s influence on a
film is its defining characteristic
audio insert /ˈɔːdiəʊ inˈsɛrt/ noun a
feature on some video equipment which
allows dubbing
audiophile /ˈɔːdiəfoʊli/ noun some-
body who has an enthusiasm for hi-
fidelity sound reproduction, especially
recordings of music
audiotape /ˈɔːdiətoʊp/ noun 1. a
length of magnetic tape containing a
sound recording for use in a tape recorder
2. magnetic tape that is used for recording sound
audio-video support system /ˌɔːdiəʊ,
ˈvɪdɪə səˈpɔːrt sɪstəm/ noun
full form of AVSS
audiovisual /ˌɔːdiəʊ ˈvɪʒuəl/ noun
media that can be seen and also heard, for
example a TV commercial. Abbreviation AV
Audit Bureau of Circulation /ˌɔdɪt
ˈrʌittəbrə ˈsɜːkəˈleɪʃən/ noun the
body which provides official figures for
newspaper circulation. Abbreviation ABC
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because the sound was incorrectly recorded or just to make it louder and clearer, and dubbing them over the top so that they appear to be part of the original dialogue. 

definitions:

**automatic exposure** /ˌɔtouxmortɪk/ noun a camera system that automatically sets the lens aperture and shutter speed, after measuring how much light there is.

**automatic frequency control** /ˌɔtouxmortɪk/ noun a control system in a radio or television receiver that keeps it tuned to the incoming signal, even if its frequency varies slightly.

**automatic level control** /ˌɔtouxmortɪk/ noun a device on a camera that automatically sets the lens aperture and shutter speed, after measuring how much light there is.

**average audience** /ˈɔvridʒ/ noun the average of the minute-by-minute audience rating throughout the duration of a radio or television programme.

**average frequency** /ˈɔvridʒ/ noun, the number of times on average that the same person is reached by advertising in the same campaign, either in the same or different media vehicles. The average number of opportunities to see an advertisement. Abbreviation AF.

**average hours per head** /ˈɔvridʒ/ noun the average number of television viewing hours across the whole population who did or could have watched.

**Average Issue Readership** /ˈɔvridʒ/ noun an estimate of the number of people who have read or looked at a publication during its issue period. Abbreviation AIR.

**average quarter-hour figure** /ˈɔvridʒ/ noun the average number of people watching a TV programme during a 15-minute period.

**AV** abbreviation MEDIA audiovisual.

**availability** /ˈævələtɪv/ noun the time and number of advertising slots which are available to be used.

**avant-garde** /ˈævɔntgɔrd/ adjective, experimental and outside the mainstream.

‘Braunstein... published an article called Stalking Kate in BlackBook, a progressive magazine that describes itself as ’clandestine and avant garde’.’ [Tony Allen-Mills, *The Sunday Times*]

**avatar** /ˈævətɑː/ noun a computer-generated icon or figure representing a character in a virtual world.

**axe** /ˈæks/ noun a rock guitar or a brass instrument used in jazz, particularly a saxophone. (informal)

**axeman** /ˈæksmən/ noun a rock guitarist, a jazz saxophonist or other horn player (informal).

**AV** abbreviation. 2. the number of times a control system in a radio or television receiver that keeps it tuned to the incoming signal, even if its frequency varies slightly.

**AV** abbreviation. 3. abbreviation for 'avid'.

**auto white balance** /ˈɔutəʊweɪtˈbælans/ noun a feature on a camera that automatically sets the lens aperture and shutter speed, after measuring how much light there is.

**autoscript** /ˈɔtəʊskrɪpt/ noun a type of prompting system used by television presenters.

**autonomy** /ɔtəʊnəmi/ noun in aesthetic theory, independence, without relying on any other idea, cultural form or value.

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B/A abbreviation back-anno
baby legs /ˈbæbi ˈleɡz/ noun a camera tripod with especially short legs for low-
gle shots
back /ˈbæk/ noun the part of a book where the pages and the binding are
joined together
back-anno /ˈbæk ˌænəʊ/ noun an announcement following an audio piece
on the radio, explaining what has just been
heard. Abbreviation B/A
backbench /ˌbækˈbentʃ/ noun a committee of senior journalists who
decide the overall look, structure and
focus of a particular newspaper
back catalogue /ˌbæk ˈkæt(ə)ləˈɡeɪtʃər/ noun all the publications, recordings or
films a particular artist or company has
ever produced
back cover /ˌbæk ˈkʌvər/ noun the back
of a magazine cover, which can be used for advertising
backfile /ˈbækˈfɪl/ noun a collection of
all the previous issues of a newspaper or magazine
background /ˈbækɡraʊnd/ noun part
of a feature that gives background details to
the main part of a news story
backgrounder /ˈbækɡraʊndər/ noun a feature that gives background details to
another major news story
background music /ˈbækɡraʊnd ˌmjuːzɪk/ noun music that accompanies
action or dialogue in a film, or music played to create a pleasant environment
and make people feel comfortable, for example in a shop or at a party
‘When the BBC finally manages to give
us a decent programme, why must they
ruin it with irritating background music
that runs right through the show?’ In
many cases it completely drowns out the
dialogue.’ [Letters Page, The Sun
Newspaper]
backing /ˈbækɪŋ/ noun the accompani-
ment for a solo musician or singer of
popular music
backing track /ˈbækɪŋ ˈtræk/ noun a
recording that is used as an accompani-
ment to a solo performance
back issue /ˈbæk ɪˈʃuː/ noun a
previous edition of a paper or magazine
backlight /ˈbækˈlaɪt/ noun a light that
illuminates the subject from behind on a
film set, helping them to stand out against
the background. Also called rim light
backlight correction /ˌbækˈlaɪt ˌkɔr-
ˌreɪʃ(ə)n/ noun an automatic function on
some cameras to reduce the shadowing
effect of lighting an object from behind.
Abbreviation BLC
back projection /ˌbæk prəˈtreɪʃ(ə)n/ noun the cinematic technique
of creating a background for a scene by
projecting other moving images onto a
screen behind the action being filmed
back-story /ˌbækˌstɔːri/ noun CINEMA,
TV same as prequel
back up /ˈbæk ʌp/ verb to print on the
second side of a sheet of paper
backup /ˈbækəp/ noun a copy of saved
data that can be used if the original is lost,
or a second source of energy or facilities
that may be used if the first source fails
back-up /ˈbæk ʌp/ noun the accompa-
niment to the main performer of a piece of
popular music or jazz
badged /ˈbædʒd/ adjective referring to a
distinctive branding that is given to a
product to appeal to its target audience
bad language /ˈbæd ˈlæŋɡwɪdʒ/ noun
the use or misuse of language which is
likely to cause offence to its audience, for
example swearing, poor grammar or the use of certain accents or dialects
‘Millions of pounds are spent researching whether television violence makes children more aggressive, but the mere price of a bus ticket will demonstrate conclusively that television swearing makes children use bad language more readily.’ [Christopher Middleton, The Daily Telegraph]
bad taste /'bed tet/ in bad taste referring to a comment or joke that is considered unsuitable because it may offend a group or individual, particularly because of being ill-timed. An example of this would be light-hearted comments made about a person shortly after their death.
Bafta /'befʊə/ an award given in the UK every year by the British Academy of Film and Television Arts for outstanding work in films and television
BAFTA /'befʊət/ abbreviation British Academy of Film and Television Arts
balanced audio /'bælənst 'ɔ:dɪəʊ/ audio signals which are transmitted along the cable in inverted form, which eliminates any interference
balanced programming /'bælənst 'prəʊɡrəʊmɪŋ/ the practice of giving fair coverage to all subject matter, representing each view in an impartial manner and not marginalising any programming by, for example, always broadcasting it at off-peak times
ballad /'baːləd/ a slow romantic song in popular music, or an older song that tells a sentimental story
balloon /'bələʊn/ the rounded space on a cartoon picture where the text of a character’s speech or thoughts is printed. Also called bubble
ballyhoo /'bəli'huː/ sensational publicity for something such as a story or product
band /'bænd/ a horizontal section of a reel-to-reel tape
bandpass filter /'bændpæs 'fɪlə/ a device that filters out all sounds except those within a certain frequency
bandspreading /'bænd'spreɪdɪŋ/ a tuning system on some radios that allows a narrow band of frequencies to be spread wider apart to enable more accurate tuning to a particular frequency
Barb /'bɑːb/ the Broadcasters’ Audience Research Board
barbershop /'bɑːbəʃɒp/ a style of arranging unaccompanied popular songs, originally for four male voices, that was developed in the US in the 1920s and 1930s. There are now many female barbershop groups and larger barbershop choirs.
bar counting

bar counting /ˈbaːr ˈkaʊntɪŋ/ noun a method of timing camera shots by counting the bars of accompanying music

barn door /ˈbɑːrn dɔːr/ noun THEATRE, CINEMA one of four adjustable flaps on the front of a large industrial light used on film sets and in the theatre

baron /ˈbɑːrən/ noun the main owner and controller of a newspaper or media empire. Examples include Rupert Murdoch, Robert Maxwell and Silvio Berlusconi (informal) Also called magnate, mogul

barrier signals /ˈbɑːriər ˌsɪɡn(ə)lz/ plural noun in human interaction, non-verbal communication such as crossing the arms or holding a hand in front of the face, which are seen as defensive signals

barter /ˈbɑːtər/ noun a system in which advertising space or time is exchanged for goods from the advertiser

base /beɪs/ noun 1. RADIO the studio 2. MARKETING the actual number of individuals that were asked questions in a survey

base and superstructure /ˈbeɪs ənˌˈsjuːpstræktʃə/ noun a Marxist theory in which the economy is the 'base' of any society, around which is built the 'superstructure' of the law, religion, culture etc.

baseband /ˈbeɪsbænd/ noun 1. TELECOMS the narrow range of frequencies necessary to transmit a single message 2. the form of a satellite signal as it is transmitted, before it is received and converted into viewable pictures and sound

base station /ˈbeɪs ˈstiːʃən/ noun a fixed radio transmitter/receiver that relays radio signals to and from data terminals or radios

bash /ˈbeɪʃ/ noun a small hand-held lamp used on a film shoot

basic service /ˈbeɪsɪsk ˈsætəvɪs/ noun the basic package of television channels that are available on a cable or satellite subscription service. Extra channels can usually be paid for.

'Baby launched the service in October 2004, a month before the meeting, offering a set-top box and basic service for a flat £150.' [Jane Martinson and Rob Evans, The Guardian]

Basic Telecommunications Agreement 1997 /ˈbeɪsɪsk ˈtelɪkənˌˈkeɪʃən ˌægrɪmənt/ noun an agreement introduced by the World Trade Organisation to allow free trade for telecommunications services, signed by 69 countries

Baskerville /ˈbeɪskərvɪl/ noun PRINTING a typeface characterised by serifs and traditionally regarded suitable for books and periodicals

Bass's double action model of internal news flow 1969 /beɪs/ noun a model which describes news as being processed in two stages before release – firstly by the newsgatherers, who are concerned only with factual reporting; then by the editors, who are more concerned with the values and norms of the news organisation

bastard title /ˈbɑːstəd ˈtæt(ə)l/ noun PRINTING same as half title

batter /ˈbeɪtər/ noun PRINTING 1. the impression produced by a damaged printing plate 2. a damaged or worn area of printing type or a defective block

battery pack /ˈbeɪt(ə)ri ˈpæk/ noun a powerful battery that can be recharged and used in portable machines such as laptop computers and video cameras

baud rate /ˈboʊd rɛt/ noun the speed of data transfer within a network, measured in bits per second

BBC /biːsiː/ noun the public service broadcaster in the UK that was established in 1922. As the BBC is non-commercial, it is funded by an annual licence fee paid by television owners. Full form British Broadcasting Corporation

COMMENT: The BBC has been subject to many reports since it was founded in 1922, primarily looking into the quality of its programming, its funding via the licence fee and the need for competition in the British broadcasting market. The most recent government white paper (called 'The Future of the BBC: Serving the Nation, Competing Worldwide') recommended that the BBC should continue to develop worldwide services, pay particular attention to matters of taste and decency and should provide programming dedicated to education, news and bringing the nation together.

BBC digital /biːsiː ˈdɪʒɪt(ə)l/ noun the six extra BBC channels available to digital viewers since 2002. These channels include a 24-hour news channel and round-the-clock children's programming.

BBC English /biːsiː ˈɛŋglɪʃ/ noun the standard form of spoken English used
by announcers on BBC television and radio

**BBC World** /ˌbiːs/ noun the BBC’s international 24-hours new service, which is commercially funded

**BBC World Service** /ˌbiːs/ noun the BBC’s international radio news service, which is funded by the British government and broadcasts in 43 languages

**BBC Worldwide** /ˌbiːs/ noun a BBC company which makes consumer products relating to their television and radio broadcasts, such as audio books, magazines and book tie-ins

**BBC written archives** /ˌbiːs/ noun a store of more than 200,000 files from the BBC’s first 40 years of broadcasting, kept by the BBC Monitoring Service in Reading

**BBFC** abbreviation British Board of Film Classification


**BCNZ** abbreviation Broadcasting Corporation of New Zealand

**BCU** abbreviation big close-up

**BDL** /ˈbiːzl/ noun a company that makes autocue equipment. Full form Broadcast Development Ltd

**BDS** abbreviation Broadcasting Data Services

**beach box** /ˈbɛtʃbɒks/ noun a device for connecting an external microphone to a hand-held digital video camera, to provide better sound recording quality

**beam** /biːm/ verb to broadcast radio or television signals to a particular place

**beam aerial** /ˈbiːməriel/ noun an aerial that sends or receives radio or television signals to or from a particular direction

**beam splitter** /ˈbiːm splɪtə/ noun a device that can split a beam such as a laser, into two beams of light that can be used to create a three-dimensional image such as a hologram

**beatbox** /ˈbɛtbox/ noun a drum machine used in popular music to provide repetitive rhythm accompaniments

**BECTU** /ˈbɛktjuː/ noun a trade union in the UK, representing employees in the film and television industries and also in theatre. Full form Broadcasting, Enter-

**tainment, Cinematograph and Theatre Union**

**bed** /bed/ noun BROADCAST music or other background sounds that are played under an item such as the news

**Beeb** /ˈbiːb/ noun an informal way of referring to the BBC

**beermat** /ˈbiːrmæt/ noun MARKETING a cardboard mat for use under a beer glass in a pub, that often carries advertising for breweries or other drinks companies

**behaviourism** /ˈbɪhəvjuərizəm/ noun a psychological movement that focuses on what can be observed and measured about a person’s behaviour, rather than what can only be inferred about their thought processes. Compare cognitive psychology

**bells and whistles** /ˈbelz ənd ˈwɪz/ plural noun every possible feature that could be included, for example, in an advertising campaign

**below-the-fold** /bəˈlaʊ ˈfeld/ adjective relating to the parts of a webpage that can be seen only by scrolling down the page and that are therefore less commercially valuable for marketing purposes

**below-the-line** /bəˈlaʊ ˈlaɪn/ adjective 1. relating to advertising that is not mainstream, for example mailouts, beer mats, etc. 2. relating to advertising that is not paid for and for which no commission is paid to an advertising agency, for example work by staff who are running an exhibition

**belter** /ˈbelta/ noun a song that can be sung loudly and enthusiastically, especially by a group singing together (informal)

**benchmark measure** /ˈbɛntʃmɪʃ/ noun the measure of a target audience’s response at the beginning of an advertising campaign which is then compared to the response at the end of the campaign to test the efficiency of the campaign

**benday** /ˈbendəi/ adjective referring to a method of adding tone or shading to a line drawing by overlaying the image with a screen that bears a pattern of, for example, lines or dots, before a plate is made
Berliner /ˈbaɪəlɜːr/ noun a newspaper format slightly larger in size than tabloid, used by several European newspapers, including France’s Le Monde and The Guardian in the UK.

Berlusconi phenomenon /ˌbaɪluːˈskɔnni fɪˌnɔmɪnə/ noun the way in which Silvio Berlusconi reached power as Italian prime minister due to his control of the country’s media.

best boy /ˈbeɪst bɔɪ/ noun 1. the assistant to the chief lighting technician on a film or television set. 2. the chief assistant to the key grip on a film set.

best-of-breed /ˈbeɪst əv ˈbred/ adjective computing, marketing referring to a product that is the best in its class. “…consumers can mix and match components at will, without having to replace the entire system. They can buy individual components from specialist suppliers and then assemble these ‘best-of-breed’ components into a customised system.’ [The Financial Times]

bestseller /ˈbeɪst əˈsɛlər/ noun a product such as a book or a CD that sells very well, often very quickly.

Betacam /ˈbɛtəkæm/ a trade name for a videotape format, overtaken in the consumer market by VHS but still used for some professional productions.

Beta SP /ˈbɛtə sp/ variant of the Betacam format for videotapes (the SP stands for ‘superior performance’).

Beta SX /ˈbɛtə skɛs/ a trade name for a digital version of the Beta SP videotape format.

beta testing /ˈbɛtə tɛstɪŋ/ noun the practice of asking consumers to test a product, after it has been officially tested, but before it is released to the general public.

Beveridge Committee report on broadcasting 1950 /ˌbɪvərɪdʒ kəˈmiːti ˌrɪptər ɒn ˈbɛrɪdʒ kəˈmbɪnstɪŋ 1950/ a report into the monopoly on broadcasting held by the BBC at the time. It recommended closer surveillance of governors’ activities and output and some regional devolution of activities, but advised against greater competition, such as from commercial broadcasters, because it would reduce the overall quality of output.

bf abbreviation PRINTING boldface

BFI abbreviation CINEMA, UK British Film Institute

B-girl /ˈbiglɜːr/ noun a young woman who is enthusiastic about hip-hop music and culture.

‘Another rising star in the British B-girl camp is Firefly – real name Andrea Parker. She’s 26. She lives in Leeds. Now a full-time professional B-girl, she packed in her nine-to-five office job as an accounts director in a solicitors’ firm six years ago.’ [The Independent]

bhangra /ˈbʌŋɡərə/ noun a style of popular music in British Asian communities that mixes elements of traditional Punjabi folk music and western pop music.

bias /ˈbaɪəs/ noun 1. the failure to report news in an impartial, factual manner, whether intentional or not. 2. a prejudiced or non-objective attitude, which may not fairly represent all sides of an issue.

bibliography /ˈbɪbrəˌɡrəfi/ noun 1. a list of books and articles consulted, appearing at the end of a book or other text. 2. a list of books and articles on a subject. 3. a list of the books and articles written by a specific author or issued by a specific publisher. 4. the history of books and other publications, and the work of classifying and describing them.

big beat /ˈbɪɡ bɪt/ noun a type of electronic music, later more usually called electronica, that incorporates elements of both dance and rock music and is characterised by its rock-style drum patterns.

Big Brother noun a concept in George Orwell’s novel 1984, describing an authoritarian government which ‘watches’ every move of its citizens, intercepts their communications etc and monitors them for any signs of unrest or non-conformity. ■ a trade name for a reality television show format, in which a group of ordinary people are put together in a house and their behaviour monitored continuously by television cameras.

big close-up /ˈbɪɡ kloʊs ,ʌp/ noun PHOTOGRAPHY an extreme close-up shot of a person’s face, in which the lower chin and top of the head are cut off. Abbreviation BCU.

Bigfoot /ˈbɪɡfʊt/ noun US a celebrity journalist employed by a large media organisation (slang).

big idea /ˈbɪɡ ədɪə/ noun the main new idea behind an advertising campaign.
the aim of which is to attract potential customers

bigotry /ˈbɪɡətrɪ/ noun unreasonable intolerance of other people’s beliefs, values or opinions

big screen /ˈbɪɡ skrɪn/ noun 1. films that are made to be seen in a cinema rather than on a television 2. a television report in which the presenter stands in front of a large screen, which is showing charts, graphs, short interviews etc

bill /bɪl/ noun MARKETING a piece of paper such as a poster or leaflet with an advertisement on it

billboard /ˈbɪlbɔːd/ noun 1. a poster advertising a newspaper by displaying the main headline of the day, usually displayed outside newsagents on newspaper stands 2. a sponsorship message shown before, after and in the breaks of a sponsored television programme

billing /ˈbɪlɪŋ/ noun 1. the particular importance or prominence given to a performer or event in advertisements 2. the details such as the cast list and length of a radio or television programme, as supplied to the Broadcasting Data Services 3. the total amount of business done over a given period, especially in advertising 4. the way in which a performance, event, or product is publicised

billing form /ˈbɪlɪŋ fɔːrm/ noun one of the four forms which must be submitted when delivering a programme to the BBC, giving billing details for listings magazines, transmission form, music reporting form, Programme as Completed form

billposter /ˈbɪlpəʊstər/ noun a person whose job it is to put up advertisements in public places

bi-media /ˈbʌɪmiədiə/ adjective involving both radio and television

bi-media journalism /ˈbʌɪmiədiə ˈdʒɔrnlɪzɪm/ noun a BBC scheme whereby journalists are trained for both television and radio at the same time

binary opposition /ˈbʌrniər ˈɔpərənʃən/ noun a pair of direct opposites such as good and evil, white and black or male and female

binural /ˈbɪnjuərəl/ adjective referring to stereo sound that is recorded and then reproduced through two separate channels, one for each side of a pair of headphones

bind /bænd/ verb PRINTING to make pages into a book form by fastening them together inside a cover

binder /ˈbændər/ noun 1. a machine that fastens pages together in the form of a book 2. a firm cover that can hold separate items such as sheets of paper or magazines securely together

binding /ˈbændɪŋ/ noun the material that is used to fasten the pages of a book or booklet together

biography /ˌbaɪˈɡrəfi/ noun a person who is the subject of a biography

biography /ˌbaɪˈɡrəfi/ noun the story of a person’s life, told by somebody else

biopic /ˌbʌɪˈɒpɪk/ noun a biographical film

bird’s-eye view /ˈbɜːdˌzai/ noun same as aerial shot

biscuit /ˈbɪskɪt/ noun the connecting mechanism that allows the attachment of the plate on the bottom of a camera to the head of a tripod

bit /bɪt/ noun a binary digit, either ‘0’ or ‘1’. More bits indicate more digits in a string, which means more possible combinations, so that a 24-bit palette of colours will have more shades and combinations available than a 16-bit palette.

BITC abbreviation bid-in-timecode

bitmap /ˈbɪtmæp/ noun an image, the data for which is stored in the form of bits

bitmap font /ˈbɪtmæpt ˈfɒnt/ noun a typeface formed as a pattern of pixels or dots that are stored separately for each font size

biweekly /ˈbɪwɛkli/ noun a magazine or paper that is published once every two weeks

black /ˈblæk/ noun a back-up copy of a story, originally made using a carbon sheet when typing the story on a typewriter

black-and-white /ˈblækəndˈwaɪt/ adjective 1. referring to images shown only in black, white and shades of grey 2. PHOTOGRAPHY, TV, CINEMA reproducing images in which colours have been converted to black, white, and shades of grey noun PHOTOGRAPHY a visual medium without
BlackBerry

colours, and in hues of black, white, and shades of grey. Abbreviation B & W, BW

BlackBerry /ˈblækboʊri/ a trade name for a hand-held wireless device which combines e-mail and Internet access, a phone and software applications

black comedy /ˈblæk kəmədəi/ noun comedy based on serious subjects that are not normally regarded as humorous, such as death or illness

black letter /ˈblæk ˈletər/ noun same as gothic

black level /ˈblæk ˌlev(ə)r/ noun the level of a video signal that represents absolutely no light, i.e. total blackness

blacklist /ˈblæklist/ noun a list of people from whom e-mails are not welcome on a particular account

black out /ˈblæk aʊt/ verb 1. to exclude all light from an area 2. to stop news or information about a particular subject being made public 3. to lose radio contact, for example with a vessel or aircraft 4. to be unable to broadcast radio or television programmes, usually because of a strike ■ noun a period during which no news stories may be reported, imposed by a government or other organisation

black wrap /ˈblæk ˈræp/ noun black, reflective heat-resistant foil used to black out or direct light

blanket /ˈblæŋkit/ noun PRINTING a rubber or plastic sheet around the cylinder of a printing press, which transfers images in ink to the surface being printed on

blanket coverage /ˈblæŋkit ˈkʌv(ə)rər/ noun advertising to the general public with no particular target audience in mind

‘More and more companies in the North-East are recognising the value of sending their message via taxis. It’s a surprisingly cost-effective method of outdoor media advertising, achieving blanket coverage over a wide geographical area.’ [The Journal]

blasphemous /ˈblæskəˈfəməs/ adjective offensive because it defames the name of God

blasphemy /ˈblæskəˈfəmi/ noun defamation of, or irreverence towards, God

blat /ˈblæt/ noun US a tabloid newspaper (slang)

blaxploitation /ˈblækspləˌpətʃər/ noun a style of film-making popular in the 1970s in which black people are represented as stereotypes

BLC abbreviation backlight correction

bleed /blɪd/ verb 1. to print something or be printed so that the colours run into each or beyond the edge of an illustration 2. to print something or be printed so that part of a text or graphic is missing when the page is trimmed ■ noun a graphic or piece of text, printed so that it runs off the edge of the page

bleep /ˈblɛp/ verb to attract a person’s attention by activating their bleeper – an electronic device that emits one or more short, high-pitched signals

bleep out /ˈblɛp ˈaʊt/ verb to cover an offensive word on a radio or television programme with a high-pitched electronic sound

blimp /ˈblɪmp/ noun a cover that was formerly used to muffle the sound of the camera whirring when recording sound

blind certificate /ˈblaind səˈkrətəri/ noun ONLINE a type of cookie that is used to track which websites a person visits by identifying their computer system, rather than their name

blind spot /ˈblaind ˈspɔt/ noun a place where radio reception is poor, even though it is within the normal range of the transmitter

blink /ˈblɪŋk/ verb to send a signal by flashing a light

blinker /ˈblɪŋkər/ noun a flashing light, used as a signalling device, for example, to indicate which way a vehicle is going to turn. Blinkers were used to send coded messages, especially between ships, to avoid interception of radio signals during World Wars I and II.

blitz /ˈblɪts/ noun a marketing campaign which starts at full pressure, as opposed to a gradual build-up

blob paragraph /ˈbləb ˈpærəɡræf/ noun in newspaper terminology, a paragraph in a newspaper that is marked with a bullet point

block /ˈblɒk/ noun a piece of hard material with a carved image in relief, that can be printed in ink ■ verb to use a block to print a design, especially a title on a book cover

block capital /ˈblɒk ˈkeɪpɪtəl/ noun a single capital letter
**block letter** /ˈblklet/ noun a compressed sans serif typeface or individual letter

**block out** /ˈblkaut/ verb to mask part of a photographic negative during processing, to prevent light from passing through it

**block printing** /ˈblkprɪntɪŋ/ noun the technique of printing from carved blocks

**blog** /ˈblɒg/ noun same as weblog

‘Blogging’s conversational style and anti-establishment ethos have attracted a growing and loyal readership. Technorati, the internet search company, says the size of the known “blogosphere” is about 20m blogs and counting.’ [Kevin Allison, The Financial Times]

**blogger** /ˈblɒgər/ noun a person who creates or runs a weblog

**blogging** /ˈblɒgɪŋ/ noun the act of creating or maintaining a weblog

**blow** /ˈblɔʊ/ verb

‘One recent study, for example from 16mm to 35mm, found shots are being filmed in a different way to an actor when body, rather than facial language, is being filmed.’ [The Times]

**boil down** /ˈbɔɪdʌn/ verb to shorten a piece of text
bold /baʊld/ noun lettering with darker thicker lines than usual • adjective referring to lettering with darker and thicker lines than usual. Also called boldfaced • verb to set, print, or display text in bold type • also called (all senses) boldface

boldface /ˈbaʊldfɛs/ verb to make letters darker and thicker for emphasis. Abbreviation bf • adjective PRINTING same as bold

Bollywood /ˈbɒliwʊd/ noun a humorous name for India’s prolific film industry, based in Bombay. Typical Bollywood films are colourful epics with big musical numbers.

bongs /bɒŋz/ noun the clock chimes that are heard before a news broadcast

bonk /ˈbɔŋk/ noun journalism which is frivolous and more concerned with reporting sex scandals and titillating gossip than serious events (informal)

bonus spot /ˈbəʊnəs spɔt/ noun a free television or radio slot offered to an advertiser as part of an advertising package

book /bʊk/ noun a publication in book form, such as a magazine or brochure

bookbinding /ˈbʊkbɪndɪŋ/ noun the process of creating a bound book with a spine and cover from separate sheets of paper and other materials

bookmaker /ˈbʊkmɛrkəs/ noun a person whose job it is to design, print or bind books

bookmark /ˈbʊkmɑrk/ noun 1. the address of a website that is stored on a computer so that it can be revisited easily 2. an electronic marker that enables the user to return quickly to a particular place in a document • verb to list a website on a computer for future reference

book palette /ˈbʊk pɛlət/ noun a set of colours that is used in a particular multimedia application

bookstall /ˈbʊkstɔːl/ noun a stand or stall where it is possible to buy newspapers, magazines or books

boom /bʊm/ noun a long, adjustable pole, used during filming to suspend a microphone above what is being filmed without getting in shot

boom box /ˈbʊm boks/ noun a portable machine that contains a radio and cassette or CD player with built-in speakers at each end and a carrying handle on top

boomerang response /ˌbʊməræŋ riˌspʌns/ noun a response by an audience to a media text which is the opposite of the one intended

boom shadow /ˈbʌm ʃeɪdəl/ noun the accidental shadow of a boom microphone cast on set

boom swinger /ˈbʌm ˈswɪŋər/ noun the person who controls a boom

boost /ˈbəʊst/ noun a promotion or advertising campaign

boosted sample /ˌbəʊstɪd ˈsæmpl/ noun a sample of a particular section of the population, rather than the whole

booster /ˈbəʊstər/ noun a radio-frequency amplifier that strengthens weak television or radio signals

booth /bʊθ/ noun a soundproof room used in sound recordings or for broadcasting

borderless world /ˈbɜrdələs ˈwɜːld/ noun the global economy in the age of the Internet, which is thought to have removed all the previous barriers to international trade

bounce /bəʊns/ verb to reflect light from a source onto a subject to make it less harsh

bowdlerise /ˈbəʊdləraɪz/ verb to censor something by removing all possibly offensive or contentious material from it

COMMENT: The word bowdlerise comes from Thomas Bowdler, an Englishman who in 1818 published an edition of Shakespeare called Family Shakespeare in which he omitted scenes that he considered unsuitable.

box camera /ˈbɒks kɛmərə/ noun a camera shaped like a box, with a simple lens, a single shutter speed and an elementary viewfinder

box number /ˈbɒks nʌmboʊr/ noun a reference number used instead of an address for mail that is delivered to a post office or in answer to a newspaper advertisement

box office /ˈbɒks ˈɑfɪs/ noun 1. the office in a cinema, theatre or concert-hall where the public can buy tickets 2. the income generated from ticket sales for an entertainment event
Breakdancing

Indeed, Mr. Maradona, 44, is re-emerging as the hottest ad pitchman in Argentina. ‘‘He now personifies resilience and social responsibility,’’ values advertisers are keen to associate with their brands, said Horacio Castelli, a brand image consultant. [Charles Newbery, Advertising Age]

Branding /braendin/ noun the practice of attaching distinctive associations and meanings to a product, which identify it and assure consumers of its quality and the reputation of the company producing it

Comment: The branding of a product makes an important contribution to its public perception and the future success of other products in that line. For example, a particular manufacturer of cars may wish their products to be seen as safe, comfortable, reliable and good for a family, so when that future models are designed and released they will already have these associations.

Brand loyalty /braendlɔyalti/ noun the tendency of consumers to buy the same brands they have bought before

Brand X /braendeks/ noun the anonymous brand used in television commercials to compare with the named brand being advertised

Bravo /braavɔ/ noun an internationally recognised code word for the letter B, used in radio communications

Bray /brei/ verb PRINTING to spread ink over a printing block or type

Break /breik/ noun the point at which a word is hyphenated at the end of a line of text

Breakbeat /breikbi:t/ noun a type of electronic music characterised by its electronically produced drum patterns, used mostly in jungle, drum and bass, and breakbeat hard-core music

Break bumper /breik,bʌmpər/ noun the technique of announcing a competition or quiz during a programme, the answer to which is contained in the commercial break. The aim is to get viewers to pay attention to the advertisements.

Breakdancing /breik,dɑnsŋ/ noun an acrobatic style of solo dancing to rap music, typically involving spinning of the body on the ground
breaker 28

**breaker** /ˈbreɪkər/ **noun** any device such as a subtitle, which breaks up a solid piece of text to make it more accessible.

**breakfast paper** /ˈbreɪkfast ˈpeɪpər/ **noun** an early edition of a daily newspaper.

**breakfast television** /ˈbreɪkfast ˈtɛlɪvɪʒən/ **noun** informal, magazine-style television programmes that are broadcast early in the morning.

**break in** /ˈbreɪk ˈɪn/ **verb** to interrupt another programme to broadcast something such as a news flash.

**breaking news** /ˈbreɪkɪŋ ˈnjuːz/ **noun** same as **spot news**.

**break up** /ˈbreɪk ˈʌp/ **verb** to start to lose clear communication when using a mobile phone.

**bribery** /ˈbreɪbəri/ **noun** the practice of offering money or other incentives to persuade somebody to do something, especially something dishonest or illegal.

**bricolage** /ˈbrɪkəlɑʒ/ **noun** the technique, frequently used in postmodern art, of putting together different articles that are already available, to create something new.

**bricoleur** /ˈbrɪkəlɜːr/ **noun** a person who uses bricolage.

**bridge** /ˈbrɪdʒ/ **noun** 1. a passage in a song or other musical work which links two sections.

**brief** /ˈbrɪf/ **noun** a short news article, anything from a few lines to a couple of paragraphs long. Also called **nib, filler**.

**Bristol board** /ˈbrɪst(ə)l bɔ/ **noun** fine quality lightweight cardboard that is used in design and drawing.

**British Academy of Film and Television Arts** /ˈbrɪtɪʃ əˌkedəmi əv ˈfɪlm ən ˈtɛlɪvɪʒən ɑrts/ **noun** an organisation in the UK that gives annual awards for achievements in film and television. Abbreviation **BAFTA**.

**British Board of Film Censors** /ˈbrɪtɪʃ boʊd əv ˈfɪlm ˌkəʊsənəz/ **noun** the name for the British Board of Film Classification before the 1984 Video Recording Act.

**British Board of Film Classification** /ˈbrɪtɪʃ boʊd əv ˈfɪlm ˌklæsɪfɪkəʃən/ **noun** the Soho-based organisation that gives certificates to films in the UK based on how suitable they are for particular audiences. Abbreviation **BBFC**.

**British Broadcasting Corporation** /ˈbrɪtɪʃ ˈbreɪkɔːstəkstʃən ˈkeɪpərətʃən/ **noun** full form of **BBC**.

**British Business Survey** /ˈbrɪtɪʃ ˈbiznəs ˈsɜːvəti/ **noun** a wide-ranging survey into the readership of business magazines and the lifestyle of their readers, used for advertising strategies. Abbreviation **BBS**.

**British Code of Advertising Practice** /ˈbrɪtɪʃ ˈkɔd əv ˈɛdɪvəˈpræktɪs/ **noun** same as **Code of Advertising Standards and Practice**.

**British Film Institute** /ˈbrɪtɪʃ ˈfɪlm ˌɪnʃtʃərjət/ **noun** a body in the UK that promotes the cultural heritage of film. It also produces a range of educational books, sponsors British film projects and runs festivals and the National Film Theatre. Abbreviation **BFI**.

**British Media Industry Group** /ˈbrɪtɪʃ ˈmiːdɪə ˈɪndəstri ˈgrʊp/ **noun** a pressure group comprising several large media groups in the UK, which lobbies against restrictions on cross-media ownership. Abbreviation **BMIG**.

**British Rate and Data** /ˈbrɪtɪʃ ˈreɪt ən ˈdeɪtə/ **noun** a regular publication which lists British newspapers and magazines, giving information about their circulation, rates, frequency and other advertising services offered.

**British Sign Language** /ˈbrɪtɪʃ ˈsɛn ˈlangwɪdʒ/ **noun** a dialect of sign language used primarily in the UK. Abbreviation **BSL**.

**British Sky Broadcasting** /ˈbrɪtɪʃ skɔ/ **noun** full form of **BSkyB**.

**broadband access** /ˈbroʊdˌbænd ˈekses/ **noun** a connection to the Internet that allows it to remain connected while still using telephone and fax facilities on the same line, as many signals can be transmitted simultaneously. Compare **dial-up access**.

**broadband cable** /ˈbroʊdˌbænd ˈkæbl/ **noun** a cable which allows broadband communications.

**broadband communications** /ˈbroʊdˌbænd ˈbreɪkɔːstəkstʃən ˈkeɪpərətʃən/ **noun** the number of different communications channels which are available using broadband cable.
Media Studies, Ltd.

By allocating television franchises, power from the BBC by creating more professional television stations in the UK, and recommended a devolution of licensing for media groups in the UK and S4C in Wales, administered by the Independent Broadcasting Authority. The act of Parliament that set up provisions for the new Channel 4 in the UK and S4C in Wales, administered by the Independent Broadcasting Authority. The act of Parliament that removed regulations on broadcasting media in the UK, particularly in relation to the amount of or sex, drugs and violence broadcast. It was formed in 1994 by the merger of the Broadcasting Standards Council and the Broadcasting Complaints Commission, and was itself replaced by OFCOM under the 2003 Communications Act.

Broadcasting Standards Council

Broadcasting, Entertainment, Cinematograph and Theatre Union

Broadcasting Act 1996

Broadcasting Act 1990

Broadcasting Act 1980

Broadcasting Data Services

Broadcasting Standards Commission

Broadcasting quality

Broadcasting Corporation of New Zealand

Broadcasters’ Audience Research Board

Broadcasters’ Audience Research Board /vertstrokeinferiorbrɔ/lengthmarkdkɑ/lengthmarkstŋ /vertstrokeinferiorkɔ/lengthmarkpəreʃ noun the body formerly responsible for regulating broadcasting standards in the UK, adjudicating on complaints and undertaking research into standards and fairness. It was formed in 1994 by the merger of the Broadcasting Standards Council and the Broadcasting Complaints Commission, and was itself replaced by OFCOM under the 2003 Communications Act. Compare tabloid.

Broadcasting Data Services noun a company that supplies television schedule information to listings programmes and magazines. Abbreviation BDS

Broadcasting media plural noun media such as radio or television

Broadcasting Standards Commission /vertstrokesuperiorbrɔ/lengthmarkdʃi/lengthmarkt noun a body formerly responsible for monitoring broadcasting standards in the UK, particularly in relation to the amount of or sex, drugs and violence broadcast. It was merged with the Broadcasting Complaints Commission in 1994 to form the Broadcasting Standards Commission.

broadcast /brɔːdkaʊəst/ noun 1. a television or radio programme 2. the transmission of a radio or television programme 3. verb 1. to take part in a radio or television programme 2. to transmit information or a television or radio programme

Broadcast Development Ltd /brɔːdkaʊəst dɪ’veləpmənt límɪtɪd/ noun full form of BDL

Broadcasters’ Audience Research Board /brɔːdkaʊəstz ’reɪdzəndz ɪr’tərɔr] ɪnɛd/ noun a body that provides official viewing figures for broadcasters, based on a panel of approximately 5,000 homes in the UK. Abbreviation BARB

broadcasting /brɔːdkaʊəstɪŋ/ noun the practice of making and transmitting television and radio programmes

Broadcasting, Entertainment, Cinematograph and Theatre Union noun full form of BECTU

Broadcasting Act 1980 /brɔːdkaʊəstɪŋ əkət/ noun the act of Parliament that set up provisions for the new Channel 4 in the UK and S4C in Wales, administered by the Independent Broadcasting Authority.

Broadcasting Act 1990 /brɔːdkaʊəstɪŋ əkət/ noun the act of Parliament that proposed Channel 5 in the UK, and recommended a devolution of power from the BBC by creating more satellite radio and television channels and by allocating television franchises.

Broadcasting Act 1996 noun the act of Parliament that removed regulations on licensing for media groups in the UK and also paved the way for a greater number of digital channels.

Broadcasting Complaints Commission /brɔːdkaʊəstɪŋ ˈkɑmpərənsɪəni/ noun the body that formerly investigated complaints about decency and unjust treatment in broadcasting. It was merged with the Broadcasting Standards Council in 1994 to form the Broadcasting Standards Commission.

Broadcasting Corporation of New Zealand /brɔːdkaʊəstɪŋ ˈkæspərətʃəni/ noun 1. New Zealand 2. noun until 1988, the company that had the monopoly on television and radio broadcasting in New Zealand. It was dissolved to allow freer competition. Abbreviation BCNZ

In what they describe as the first ever interactive and broadband election, they will beam broadcast quality video footage directly to people’s computers.

[Richard Alleyne, The Daily Telegraph]

broadsheet /brɔːsdʃi/ noun a large-size newspaper such as the Daily Telegraph, with the added implication that it covers the news in a serious, informative way. Compare tabloid.

COMMENT: The Guardian, The Times and The Independent have recently changed from the broadsheet format to smaller formats, leaving The Daily Telegraph and The Financial Times as the only national broadsheets in the UK in most cases the new format adopted by these newspapers was the tabloid format – blurring the alleged quality distinction between the two formats – but The Guardian instead adopted the Berliner format. The main reason for the change in format was to make the newspapers more portable, and this seems to have had the effect of increasing sales.

The Guardian instead adopted the Berliner format. The main reason for the change in format was to make the newspapers more portable, and this seems to have had the effect of increasing sales.
brochure /ˈbraʊʃər/ noun a booklet or pamphlet that contains advertising and descriptive details of products or services

brochure site /ˈbraʊʃər sɜːt/ noun a simple website that advertises a company’s products and gives contact details

B roll /biː rɔʊl/ noun the secondary footage used in an edited sequence, such as scene-setting background shots, footage of the interviewer etc., used for cutaways. Compare A roll

bromide paper /ˈbrɔmʌɪd ˈpeɪpər/ noun a type of light-sensitive photographic paper that is coated with a layer of silver bromide emulsion

Bronze Lion /ˈbrɒnz ˈlaɪən/ noun an award given at the Cannes International Advertising Festival

browse /ˈbraʊz/ noun a leisurely look through something such as a magazine or newspaper, or around a shop — verb to look up and view websites, particularly on the Internet

browser /ˈbraʊzər/ noun a software program that allows a user to browse the World Wide Web

browsing /ˈbraʊznɪŋ/ noun the activity of moving through sites on the Internet, a list of files or a multimedia title in no particular order

brute /brʌt/ noun TV a large arc lamp

B-side /biː sайд/ noun the less important side of a pop, rock, or jazz single, which does not usually contain the title track

BSkyB /biː skai bɪˈɛ/ noun a company operating the most popular subscription satellite television service in the UK. Full form British Sky Broadcasting

BSL abbreviation British Sign Language

bubble /ˈbʌbl(ə)/ noun a printed dot placed on a page to copy data onto a CD

bubble gum /ˈbʌbl ɡʌm/ noun a type of commercial pop music that is aimed at young teenagers and usually considered to be unoriginal and banal

bucket /ˈbʌkt/ noun the bottom bar in a colour bar test pattern, which is usually red

buddy movie /ˈbʌdɪ mjuːvi/ noun a film that focuses on the adventures and relationship of two friends

buffo /ˈbʌfəʊ/ noun a male opera singer, especially a bass in a comic role

bulk eraser /ˈbʌlk ɜːrəsər/ noun a device for wiping the contents from magnetic tape

bulk mail /ˈbʌlk mɛl/ noun mail, usually advertising, that is sent by post at reduced rates because there is a lot of it

bulk rate /ˈbʌlk rɛt/ noun a cheap rate offered to advertisers who take large amounts of advertising space

bullet /ˈbʌltl/ noun a printed dot placed before a line of text to highlight it, for example, at the beginning of a paragraph or to introduce an item in a list. Also called bullet point

bulleted /ˈbʌltlɪd/ adjective referring to a line of text such as the beginning of a paragraph, or an item in a list, that is marked by a bullet

bulletin /ˈbʌltlɪn/ noun a radio report with information on for example the weather or the traffic

bulletin board /ˈbʌltlɪn bɔrd/ noun a website that allows members of an interest group to exchange e-mails, chat online and access software

Bulletin Board System /ˈbʌltlɪn ˈbɔrd ˈsɪstəm/ noun a precursor to the Internet, using software that could dial up a connection and upload and download information. Abbreviation BBS

bullet point /ˈbʌltl pɔnt/ noun same as bullet

bumper /ˈbaʊmpə/ noun a short separating device such as a piece of music, after and before a commercial break in a radio or television programme

bumper sticker /ˈbaʊmpə ˈstɪkər/ noun an sticker put onto the bumper of a car to advertise a product or convey a message

burden of representation /ˈbrɔːdən əv ˈreprəzentən/ noun the difficulties faced by the media when they use a single character to represent an entire social group, wishing to avoid creating stereotypes or unwelcome associations

bureau /ˈbjuərəʊ/ noun an office attached to a newspaper but in a different country

burn /bɜːn/ verb to copy data onto a CD

burned-in timecode /ˈbɜːnd ɪn ˈtɜːmkaʊd/ noun a timecode which is included in a video signal as an image that
is visible on any television or monitor. 

**Abbreviation BITC**

**burn in** /ˈbɜːrn ˈɪn/ **verb** to expose to light part of an image on photographic paper, while protecting other areas so that they do not darken any further

**burst campaign** /ˈbɜːst kæmˌpɛm/ **noun** a concentrated period of advertising for a product, such as before the launch of a new product line. Compare **drip campaign**

**bury** /ˈbɜːr/ **verb** 1. to release news at a time at which it will be given less coverage, for example when a another large important story is breaking. 2. to place important information within the body of the text so that it is less noticeable and loses its impact

**bush telegraph** /ˈbʊʃ ˈtɛlɪgraf/ **noun** 1. a primitive method of communicating over long distances, such as by beating a drum. 2. a method of communicating information or rumours swiftly and unofficially by word of mouth or other means

**business** /ˈbɪznɪs/ **noun** an action or series of actions that an actor includes for dramatic or comic effect or to fill in a pause when nothing of interest is happening on stage

**business-to-business advertising** /ˈbɪznɪs tə ˈbɪznɪs, ədˈvɜːtizɪŋ/ **noun** advertising aimed at businesses and not at households or private consumers

**bust** /ˈbʌst/ **noun** the situation when an article or headline is larger than the space allotted to it. Compare **fit**

**button apathy** /ˈbʌtəri əˈpæθi/ **noun** the condition of a television viewer who watches a programme purely because they were watching the previous programme on that channel and they cannot be bothered to change channels

**buying service** /ˈbʌɪɪŋ ˌsɜːrvɪs/ **noun** an agency that buys advertising space or time for its clients

**buy-up** /ˈbʌɪˌʌp/ **noun** MEDIA same as **chequebook journalism**

**buzz track** /ˈbʌz træk/ **noun** BROADCAST same as **atmosphere**

**BW** abbreviation **PHOTOGRAPHY** **black-and-white**

**byline** /ˈbaɪlaɪn/ **noun** a credit for the journalist who has written an article, sometimes with a photograph. Also called **sign-off**

**byte** /ˈbæt/ **noun** the basic unit of electronic data storage. The size of files and of a computer’s memory are measured in bytes, kilobytes, megabytes or gigabytes.
C

cabaret /ˈkæbəreɪt/ noun live entertainment in a restaurant, club or bar, consisting of singing, dancing or comic acts

cable /ˈkæb(ə)l/ verb 1. to send a telegram 2. to supply a place with a link to a cable telecommunications network noun 1. a telegram, nowadays sent abroad by telephone, radio or satellite, and formerly sent by submarine cable 2. a system of a cable for broadcast equipment

cable-access /ˈkæb(ə)l əˈkses/ adjective relating to television programming that is made for and by a particular community, as opposed to commercially produced material

cablecast /ˈkæb(ə)l ˈkæləst/ noun a broadcast that is transmitted on a cable television network

cable duct /ˈkæb(ə)l ˈdʌkt/ noun a permanent channel under some sort of obstacle such as a road, through which cables for broadcast equipment can be run

cable modem /ˈkæb(ə)l ˈmeɪdəm/ noun a modem that enables a computer to connect to the Internet via a cable television network

cable News Network /ˈkæb(ə)l njuːzˈnɪtwɜːk/ noun full form of CNN

cable penetration /ˈkæb(ə)l ˈpɛntəˈrɛniʃən/ noun the number of homes in the UK that have cable television subscriptions

cable reel extension /ˈkæb(ə)l rɪˈlɛl ɪkˈstenʃən/ an extension lead that can be wound up on a reel and stored away

cable release /ˈkæb(ə)l rɪˈliːs/ noun an extension cable on the shutter release system of a camera that is used to take photographs without shaking the camera, for example on long exposures

cable run /ˈkæb(ə)l rʌn/ noun the route of a cable for broadcast equipment

cable television /ˈkæb(ə)l ˈtɛlvɪʒən/ or cable TV /ˈkæb(ə)l ˈtiːˈvɪʒən/ noun a television service that a viewer receives via a cable from a particular station and pays for by subscription. Also called cable

cache /ˈkæʃ/ noun a system of storing data from visited websites in a temporary file on a person’s computer, speeding up access to related pages

café society /ˈkeɪ fə ˈsətrəti/ noun the people, particularly working in the media, who attend fashionable restaurants, clubs and bars

‘But after a few weeks I began to tire of the constant round of promotional parties that fuel this bright, shiny and, of course, ultimately false world. It was the worst excesses of café society and my boyfriend hated it.’ [Julia Stephenson, The Daily Mail]

Cahiers du Cinéma /ˌkaʃə du ˈsinəmə/ noun a French film magazine of the 1950s, concerned with New Wave cinema

Calcutt Committee Report on Privacy and Related Matters 1990 /ˈkælkət ˈkɒmɪtɪ/ noun a report which investigated privacy issues and the press, recommending the formation of the Broadcasting Complaints Commission

call /kɔl/ verb 1. to contact a person by telephone or radio 2. to give a running commentary on a sports event, especially a horse race

callback /kəˈbol/ noun the practice of making a second or further attempt to contact a person for interview, random
piece of paper, so that it can be traced to be projected onto a surface such as a small aperture allowing light in, which brings an image of an object outside into focus on a facing surface.

camera obscura /ˈkæmərə ɒbˈskjʊərə/ noun the precursor of a modern camera that uses a dark chamber with a camera person /ˈkæmərə pɜːsən/ noun the operator of a video, film or television camera.

camera-ready /ˈkæmərə rɛdi/ adjective referring to material that is of good enough quality to be photographed for the purpose of creating printing plates.

camera script /ˈkæmərə skrɪpt/ noun a script which includes camera directions.

camera-shy /ˈkæmərə ʃaɪ/ adjective referring to a subject who dislikes being photographed or filmed.

'No Direction Home is the first-ever film biography of this notoriously camera-shy figure and sees Dylan granting Scorsese his first full-length interview in 20 years.' [Fiona Sturges, The Independent]

camerawoman /ˈkæmərə wʊmən/ noun a woman who operates a video, film or television camera.

No broadcaster is fully independent. 

Campaign for Press and Broadcasting Freedom /ˈkæmən prɔs ˈbɹɔdstrɪŋ fɹɪdəm/ noun a pressure group in the UK that campaigns for greater accountability of the media, particularly for the right to reply.

Campaign for Quality Television /ˈkæmən kwɪləti ˈtɛlvɪʒn/ noun a campaign relaunched in 1995 that maintains that the quality of television programming is being compromised as a result of deregulation, independent...
campaigning journalism
production and the increasing number of channels available

campaigning journalism /ˈkɛmˌpeɪnɪŋ ′dʒɛmɪnaɪzə(ə)m/ noun the practice of reporting a story from a particular viewpoint or promoting a cause

cam R /ˈkɛm ′a:/ noun the right-hand side of a stage or set from the camera’s point of view, facing towards the actors.

Canadian Broadcasting Corporation /kəˈnɛrdʒən ′bɹɔːdkɑːstən ′kæpərətʃərn/ noun the government-owned public service broadcaster of radio and television programmes in Canada. Abbreviation CBC

Canadian Press /kəˈnɛrdʒən pres/ noun the major multimedia news and information service for Canada. Abbreviation CP

cancel /ˈkæns(ə)/ noun 1. a page or section of a book that needs to be replaced because it contains an error 2. a page or section of a book that is inserted to replace one that was missing or one that was faulty

candid /ˈkændɪd/ noun an unposed and informal photograph of a person or group ■ adjective referring to a photograph or film that was taken without the subject knowing or having the opportunity to prepare or pose

‘…this book, with its candid photographs of Lennon, like this one with Yoko Ono and baby son Sean, is something different from the usual look at the boys with their haircuts and guitars.’ [The Express]

candid camera /ˈkændɪd ′kærəm(ə)rə/ noun the practice of secretly filming subjects who are likely to do something amusing in situations that are often stage-managed for the sake of viewers’ entertainment

canned /ˈkændəd/ adjective 1. referring to audience laughter on a television programme which is dubbed in later, rather than provided by a live audience reacting to the jokes in the show 2. referring to a website that is designed according to a standard template rather than to particular specifications

Cannes Film Festival /ˈkæn ˈfɪlm ′fɛstvəl/ noun a prestigious film festival held annually in May in Cannes, south-east France and attended by stars and the media

Cannes International Advertising Festival /ˈkæn ɪntəˈneɪʃənəl ′ɛdɛvstərəzən ′fɛstvəl/ noun an annual festival held to honour the best in advertising, which awards the prestigious Palme d’Or to the best production company and Gold, Silver and Bronze Lion awards to advertising agencies

canon /ˈkænən/ noun 1. in aesthetic theory, the collection of literature from classical to modern times, which forms the backbone of literary culture and embodies all human and moral values 2. the accepted ‘history’ of a fictional character, which provides background for their current actions

cans /ˈkænz/ plural noun a set of headphones

cap /′kæp/ abbreviation capital letter

CAP abbreviation Committee of Advertising Practice

CAP codes /ˌsɪə ɪʔ ′piː ′kəʊdz/ plural noun the codes of advertising standards and practice which are written by the Committee of Advertising Practice and enforced by the ASA

capi abbreviation computer-assisted personal interview

capital /ˈkæpit(ə)/ adjective referring to the form of letters used at the beginning of sentences and names, for example A, B and C as distinct from a, b and c ■ noun same as capital letter

capitalise /ˈkæpitəlɪz/ verb to write or print something with an initial capital letter or entirely in capital letters

capitalism /ˈkæpit(ə)lɪz(ə)m/ noun an economic system in which goods are owned and controlled by private individuals and their movements dictated by the free market

capitalist /ˈkæpitəlist/ adjective relating to capitalism in terms of outlook or policy

capital letter /ˈkæpit(ə)l ˈleɪtə/ noun an alphabetical letter in the larger form used to begin sentences and names, for example A, B or C. Also called capital. Abbreviation cap

caps /′kæps/ plural noun capital letters

capstan / ˈkæpstən/ noun a spindle of a tape player that keeps the tape pressed
against the magnetic read/write head or pinch roller
caption /ˈkeptʃən/ noun 1. a few words accompanying a picture or piece of artwork 2. a short piece of on-screen writing which explains something that is happening, for example the name of a person that is talking 3. same as subtitle
capture card /ˈkaptʃər kɑrd/ noun a removable device on video equipment which receives analogue signals, which the computer converts to digital
carabiner /kærəˈbɪzn/ noun a steel coupling link for connecting equipment securely
carbon process /ˈkærəbən ,prəʊses/ noun a method of making photographic print by soaking carbon tissue in a sensitising solution to produce positive prints
card deck /ˈkɑrd dɛk/ noun a series of small cards, advertising different products or services, that are posted to prospective customers as a pack in a plastic envelope
cardioid microphone /ˈkɑrdɪəd ˈmɑrkraʊfəʊn/ noun a microphone with a pick-up pattern which captures most sounds in the vicinity
card rate /ˈkɑrd rɛt/ noun an advertising charge which is based on the charges listed in a rate card, i.e. without any discounts
caret /ˈkærət/ noun a symbol written on a piece of text to show where something such as a letter or word should be inserted
caricature /ˈkærɪkətʃʊər/ noun a drawing, description or performance that exaggerates somebody’s or something’s characteristics for humorous or satirical effect
‘Wright is not only something of a genius as a writer, he is also clearly a good sport who has no objection to being portrayed as a hilariously camp and po-faced caricature gay.’ [Rebecca Tyrell, The Daily Telegraph]
carnival /ˈkærənvl/ noun the idea of an ‘escape from reality’, in which people temporarily ignore the restrictions society normally imposes on them and enjoy excess in all its forms for a short period
carousel /ˈkærəsəl/ noun a circular holder for photographic slides that turns through the projector so that the pictures can be viewed one after the other
carrier /ˈkɛrɪər/ noun 1. a company that conveys telecommunications messages 2. a high-frequency electromagnetic wave that is modulated to carry a signal in radio or television transmission
carrier wave /ˈkɛrɪə wɛv/ noun BROADCAST, TELECOMS same as carrier
carry /ˈkærəri verb to publish or broadcast an article, picture, item of news or piece of information
cartel /ˈkærətl/ noun a group of companies who illegally and secretly agree to fix the price of their products in order to destroy the competition
cartoon /ˈkɑːtən/ noun 1. a humorous or satirical drawing relating to a topical event and published in a newspaper or magazine 2. a strip of drawings, sometimes with captions, that tell a short story and are published in a newspaper or magazine 3. an animated film, especially a humorous one intended primarily for children. Also called toon 4. a full-size drawing, often including a large amount of detail, that is done as preparation for a painting or other work of art
cartoonish /ˈkɑːtənɪʃ/ adjective relating to or reminiscent of an animated cartoon
cartridge /ˈkɑrtɪdʒ/ noun 1. the end section of the arm of a record player that holds the needle over the record 2. cartridge, cart a plastic box containing a length of magnetic tape for recording
cascading style sheet /ˈkeɪskədɪŋ /ˈstɑil ˌʃtɪ/ noun a method of describing the font, spacing and colour of text within a webpage and storing this information in a style sheet that can be applied to any text within the page. Abbreviation CSS
case /keɪs/ noun 1. PRINTING a compartmentalised tray in which loose metal type is kept before being combined for printing 2. one of the two kinds of printed letters of the alphabet, either a capital or small letter
cassette /ˈkɑːset/ noun a sealed plastic box containing a length of audiotape or videotape for playing or recording
cassette recorder /ˈkɑːset riˌkɑːstəd/ noun a machine for transferring audio signals onto magnetic tape
cast /ˈkɑːst/ noun 1. the actors or other performers in a drama, dance or other production 2. each individual part of a multimedia presentation or animation. The members of a cast can be individual
casting agency /ˈkæstɪŋ/ noun a company which will audition and hire actors for a particular production
Casting Society of America /ˈkæstɪŋ səˈsæsi ə/ noun an association of film, television and theatre casting directors in the USA. Abbreviation CSA

cast off /ˈkæst əf/ verb to estimate the potential length of a story
castoff /ˈkæstəf/ noun an estimate of how much space a piece of text will occupy when it is printed in a particular font and size
casual /ˈkɛzjuəl/ noun a journalist employed on a temporary rather than a permanent basis by a newspaper
casualisation /ˌkɛzjuəlaɪˈzeɪʃən/ noun the process whereby jobs in the media industry are shifting from generally full-time, long-term contracts to more part-time or project-based appointments. This is seen as a double-edged sword, opening up the field to free competition based on talent, but raising concerns about training and specialisation of employees.
catalyst effect /ˌkætlæst ɛfɛkt/ noun the process whereby coverage of an issue in the media can draw attention to it or present it in a particular way, which can lead to knock-on effects for the issue itself, such as increased funding for a charity
catch /kætʃ/ verb to manage to capture somebody or something on film or tape
catchline /ˈkætʃ lɪn/ noun a word at the top of a script that identifies an item on a radio programme. Also called slug
catchword /ˈkætʃwɜːrd/ noun the first word on a page of printed text, that also appears in the bottom right-hand corner of the previous page, originally placed there to draw the binder’s attention to it
catharsis /kɑːθərəsɪs/ noun the idea that exposure to emotive media products such as violence on television, or a tragic play in a theatre, is therapeutic for the audience and releases emotions in a harmless way
cathode ray tube /ˈkæθəd ə ri tuː/ noun a display device for television and computer screens which uses electron beams fired at the screen’s phosphorescent coating to display video pictures
Catholic Legion of Decency /ˌkæθəlɪk ˈlɛʒən əv ˈdɛsəns/ noun a US pressure group advocating severe film censorship from the 1930s, made up of religious leaders from all Catholic denominations
CATV abbreviation TV community antenna television
CBC abbreviation BROADCAST Canadian Broadcasting Corporation
cc /siː/ noun a copy of an e-mail message sent to another recipient. Abbreviation to copy a message to another recipient, either by using the cc line on an e-mail or by sending a photocopy
CC abbreviation closed captioning
CCIR 601 /siːsə riːə ˈsɪən/ noun a recommended standard for defining digital video
C-clamp /ˈklaɪmpl/ noun the standard clamp used to attach lights to a studio’s lighting rig
CCTV abbreviation BROADCAST, TV closed-circuit television
CCU abbreviation camera control unit
CD /siːd/ noun a small disk on which data can be stored and read by a computer or other device
CD+G /siːdʒiː/ noun a CD format that adds graphics data to an audio disc and so can be used to store song title information or display the lyrics of the song for use in karaoke
CD-ROM /siːd ˈrɒm/ noun a disc which has computer-readable data on it
CDV abbreviation RECORDING, VIDEO CD
CD-video /ˈsiːdiːv/ noun 1. a machine that plays compact discs that store and play back video images 2. a compact disc that can store video images. Abbreviation CDV
CE abbreviation ONLINE creative editing
Ceefax /ˈsiːfæks/ a trade name for the teletext service of the BBC
celebrity /ˈsɛlbriəti/ noun a person in the public eye, who audiences are interested in finding out more about. Compare star
So if Mr and Mrs Joe Public forget to pay for stuff they get the book thrown at them. But if you’re a millionaire C-list celebrity who might help sell their clothes and give them a bit of free publicity – then, hey, take what you want.’

[Carole Malone, The Sunday Mirror]

COMMENT: A celebrity may be famous for a particular talent or skill that they have, but the fact that they are famous is often for other reasons such as a relationship with another famous person or the ability to ‘sell’ their personality and to appear interesting, attractive and entertaining.

celebrity journalism /ˈsɛlbɛrɪˌdʒənɪəl/ noun journalism which is concerned with the private lives of the rich and famous
cell /sɛl/ noun 1. the local area covered by one of the transmitters in a mobile telephone network 2. same as animation cell
cell phone /sɛl fəʊn/ noun a mobile telephone

celebrity /ˈsɛlbri/ noun 1. a rich and famous person or thing, especially a person who is famous for being a celebrity journalism who can ‘sell’ their personality and to appear interesting, attractive and entertaining.
celebrity /ˈsɛlbri/ verb to make somebody famous
celebrity /ˈsɛlbri/ adjective relating to a system of cells, such as in a mobile telephone network
cellular /sɛljuəl/ adjective relating to a system of cells, such as in a mobile telephone network
cellular radio /sɛljuər/ noun radio frequencies which operate in cells according to position, so that if a person is using a radio communications system in a car, they will be swapped to the right frequency as they move through cell areas

celluloid /sɛljuəlɔɪd/ noun 1. the photographic film used for making films 2. the cinema as a medium or art form
censor /ˈsɛnsər/ verb to remove or change any part of a play, film or publication because the content is considered offensive or a threat to security

censorship /ˈsɛnsəʃərp/ noun 1. the practice of deciding that something or part of something may not be broadcast, published, distributed etc., because of its content

centralised /sɛntəˈraɪzd/ organisational structure /ˈsɛntəˈraɪzd ˌɔrgənaɪzaʃər/ noun a method of organising where all decisions are made in a company’s central office

centralised system /ˌsɛntəˈraɪzd ˈsɪstəm/ noun a system where advertising and other marketing activities are run from one central marketing department

central /ˈsɛntrəl/ noun 1. a broadcasting studio, a separate room in which heavy machinery is kept so that it does not produce excessive heat

central machine room /ˌsɛntrəl məˈʃiːn ruːm/ noun in a broadcasting studio, a separate room in which heavy machinery is kept so that it does not produce excessive heat

centralised /sɛntəˈraɪzd/ organisational structure /ˈsɛntəˈraɪzd ˌɔrgənaɪzaʃər/ noun a method of organising

COMMENT: A celebrity may be famous for a particular talent or skill that they have, but the fact that they are famous is often for other reasons such as a relationship with another famous person or the ability to ‘sell’ their personality and to appear interesting, attractive and entertaining.

pre-emptive censorship /ˌpreˈemptɪv/ noun 1. the suppression or attempted suppression of anything regarded as objectionable

centralised /sɛntəˈraɪzd/ organisational structure /ˈsɛntəˈraɪzd ˌɔrgənaɪzaʃər/ noun a method of organising

COMMENT: In the United Kingdom, the ratings designated by the British Board of Film Certification are: U and U (suitable for children), PG (parents may not want extremely young children to see it), 12 (or 12A for films which children under the age of 12 can see if accompanied by an adult), 15 and 18 (suitable for viewers older than the specified age), and R18 (extremely explicit content). In the United States, the ratings designated by the Motion Picture Association of America are: G (suitable for all), PG, PG-13 (as PG but with some content not suitable for children under 13), R (not suitable for viewers under the age of 17 unless accompanied by an adult), NC-17 (suitable for viewers over the age of 17 only).

CGI /ˈsɪdʒi/ noun special visual effects created by a computer. Full form Computer Generated Imagery

centralised /sɛntəˈraɪzd/ organisational structure /ˈsɛntəˈraɪzd ˌɔrgənaɪzaʃər/ noun a method of organising

channel /ˈtʃeɪnl/ noun 1. a television or radio station which broadcasts on a particular band of radio frequencies 2. a band of frequencies set aside for a partic-
Channel 4 /ˈʃeɪn(o)l/ noun a commercial television channel in the UK which was started in 1982 with a commitment to quality wide-ranging programming

Channel 5 /ˈʃeɪn(o)l/ noun a commercial television channel in the UK which started broadcasting in 1997

channel capacity /ˈʃeɪn(o)l ˈkæ rl/ noun the amount of information that a communication system can carry

channel-hop /ˈʃeɪn(o)l ˈhɒp/ verb to browse through different television channels, especially using a remote control device

‘...if you are a pop kid, it will be your kind of station. [My daughter] watches it occasionally. She channel hops and shows no loyalty to the channels. I think she is representative of her age.' [Jo Whiley, The Independent]

channel mapping /ˈʃeɪn(o)l ˈmeɪnpə/ noun a function inside a television or digital set-top box that allows the device to find channels on the best frequency without the need for retuning

channel of communication /ˈʃeɪn(o)l əv ˈkeɪmjʊn(ə)ˈkiːrɪf(ə)n/ noun something such as a cable or a satellite system which is capable of transmitting signals

channel share /ˈʃeɪn(o)l ʃeər/ noun the percentage of all viewers who are watching a particular channel

channel-surf /ˈʃeɪn(o)l ˈsɜːf/ verb same as channel-hop

chaos theory /ˈkeɪrɪs ˈθreəri/ noun the idea that although many natural systems are apparently based on rules and laws, they are prone to wild, seemingly random, changes in response to the tiniest change in conditions

chapel /ˈkeɪpl/ noun the National Union of Journalists’ newspaper division

character /ˈkærɪktə/ noun a person in a book, play, or film

character actor /ˈkærɪktər ˈæktər/ noun an actor who does not generally play the lead role in productions but smaller, usually humorous roles such as the hero’s best friend

character generator /ˈkærɪktər ˈdʒenəreɪtər/ noun a device for generating text on a screen

charge artist /ˈkɑːrdʒ ˈɑːrtɪst/ noun the member of a theatre production team who is responsible for overseeing the painting of stage scenery according to the set designer’s plans

charge-coupled device /ˈkɑːrdʒ ˈkʌpled ˈdiːvərs/ noun a high-speed semiconductor that processes the light patterns of images into digital signals for a computer, especially in digital cameras and optical scanners

Charlie /ˈtʃeɪli/ noun an internationally recognised code word for the letter C, used in radio communications

chart /ʃɑrt/ verb to appear in the charts of best-selling recordings

charts /ʃɑːts/ plural noun a list of the best-selling musical recordings of the last week or month, etc.

chart-topping /ˈʃɑːrt ˈtɒpɪŋ/ adjective referring to a musical number or performer at the top of the charts of best-selling musical recordings

chase /ʃeɪs/ noun PRINTING a rectangular metal frame into which metal type or blocks are placed as on a page, before it is printed

chat group /ˈʃeɪt ˈɡruːp/ noun a group of people who share a common interest and exchange messages about it online

chat room /ˈʃeɪt ˈruːm/ noun a website where computer users can exchange messages in real time

chat show /ˈʃeɪt ʃəʊ/ noun a television or radio show on which the host interviews celebrities

chauvinism /ˈʃɔːvɪnɪz(ə)m/ noun extreme pride in belonging to a group, such as ones gender or nationality, especially when expressing disdain or hatred for a rival group

check call /ˈtʃek kəl/ noun a call made or visited by a journalist to a place such as a police station to see whether any news is breaking

chequebook journalism /ˈtʃekbʊk ˈdʒʊniˈɒlədʒi/ noun the practice of paying somebody for an exclusive story, usually a dramatic one which will sell many copies of the newspaper and be prestigious for the journalist reporting it. Also called buy-up
cherry-picker /ˌcheriˌpɪkər/ noun a hoist used to raise lights high above the action when making a film at night on location

chiaroscuro /ˌʃɪərəˈskjʊərəʊ/ noun a term originally from art appreciation that refers to a style of lighting which creates deep shadows and contrasts

chick flick /ˈtʃɪk ˈflɪk/ noun a film that is aimed at or intended to appeal primarily to women

‘This enjoyable but meandering picture... is a chick flick about the relationship between two sisters and how a crisis between them precipitates the discovery of some family secrets.’ [Henry Fizherbert, The Sunday Express]

chick lit /ˈtʃɪk ˈlɪt/ noun a genre of book which is aimed at or intended to appeal primarily to women, on the same basis as chick flicks

Chief Income Earner /ˈtʃɪf ɪnˈkʌm ˈɛrə/ noun a term used by advertisers to describe the individual in a household who earns the highest income

Chief Shopper /ˈtʃɪf ˈʃɒpə/ noun a term used by advertisers to describe the individual in a household who does the shopping for that household

chillout /ˈtʃɪləʊt/ noun music same as downtempo

chimera /ˈkɪmərə/ noun a box that is put over a harsh light to soften the effect

chopssocky /ˈʃɒpsəkɪ/ noun a genre of excessively violent films in which martial arts such as kung fu feature prominently

chora /ˈkɔːrə/ noun the link between two worlds, such as between mind and body, or between thoughts and feelings. This link is often described in feminist theory as the bridge between mother and child

chorus /ˈkɔːrəs/ noun 1. a set of lines that are sung at least twice in the course of a song, usually being repeated after each verse 2. a group of people who appear, sing, and sometimes dance together as a unit in a performance, usually providing backing for the principal performers

choro /ˈkɔːroʊ/ noun a popular uptempo style of East Indian song, usually written in Hindi or English and much influenced by calypso rhythms and subjects

cicero /ˈsɪkərə/ noun a size of type slightly larger than the pica

cine- /ˈsɪni-/ prefix relating to film or motion pictures

cineaste /ˈsɪniəst/ noun 1. a filmmaker. Also called cineophile 2. a film enthusiast

cine camera /ˈsɪniˌ kəməˈkɒrə/ noun a camera with a moving film in it for taking moving pictures

cine-club /ˈsɪni kləb/ noun an independent rival to conventional cinemas showing less mainstream and often non-fictional films

colour of the image, represented by the symbol ‘C’. Compare luma

chromakey /ˈkraʊmækt/ noun a filming technique in which a particular colour in a shot is ‘keyed out’ and replaced by another background. An example of this on television is in weather reporting, where the presenter stands in front of a chromakey screen and the weather map is superimposed over it. Also called blue-screen effect, colour separation overlay

chrome tape /ˈkraʊm ˈteɪp/ noun magnetic recording tape coated with chromium dioxide

chrominance /ˈkraʊmənəns/ noun the part of a video signal or image which contains colour hue and saturation information. Compare luminance

chronology /ˈkrəʊnəlɒdʒi/ noun the order in which events occur, or their arrangement according to this order

chronotope /ˈkraʊnətɒpj/ noun a combination form from the Greek words for ‘time’ and ‘place’, describing the historical setting of a work such as a novel

churn /tʃɜrn/ noun the rate of turnover of a company’s customers

‘The operator has managed to reduce churn with its tempting discount packages in the first half of this year, and will be looking to keep defections low.’ [Jessica Ramakrishnan, World Markets Analysis]

chutney /ˈtʃʊtni/ noun a popular up-tempo style of East Indian song, usually written in Hindi or English and much influenced by calypso rhythms and subjects

cherry-picker /ˈtʃɪrɪˌpɪkər/ noun a hoist used to raise lights high above the action when making a film at night on location

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chroma /ˈkraʊmə/ noun the parts of an image or video signal which control the
cine film /ˈsɪnɪ fɪlm/ noun photographic film used in a cine camera, for taking moving pictures

cinema /ˈsɪnəmə/ noun 1. a building or room designed for people to watch films in 2. the art or business of making films 3. films considered collectively 4. cinemas considered collectively

cinema advertising /ˈsɪnəməˌædvəˈtɑːzɪŋ/ noun advertising using short films or still messages on cinema screens

cinemagoer /ˈsɪnəməˌgɔːr/ noun a person who regularly goes to the cinema

CinemaScope /ˈsɪnəməˌskɔːp/ noun the brand name for the anamorphic pictures developed by 20th Century Fox in the 1950s

cinematheque /ˈsɪnəməˌtæk/ noun a small cinema with an intimate atmosphere

cinematic /ˌsɪnəməˈtɪk/ adjective 1. relating to films or film-making 2. referring to or reminiscent of the style in which films are made

‘What Minghella has done… is to marry his genius for arresting cinematic images with the language of traditional Japanese theatre to create a truly spectacular production.’ [Barry Millington, Evening Standard]

cinematise /ˌsɪnəməˈtɪz/ verb to make a play, novel or other work into a film for the cinema

cinematograph /ˌsɪnəməˈtɔːɡrɑːf/ noun a combined cine camera, printer and projector now rarely used

cinematographer /ˌsɪnəməˈtɔːɡrɑːfər/ noun the person who is responsible for lighting and cameras on a film shoot

cinematographie /ˌsɪnəməˌtɔːɡrɑːfi/ noun a brand of French camera for filming

cinematography /ˌsɪnəməˌtɔːɡrɑːfi/ noun the lighting and photography in a film

cinephile /ˈsɪnəfɪl/ noun same as cineaste

cinerama /ˈsɪnərəmə/ a trade name for a method of producing widescreen pictures developed in the 1950s, in which 3 separate projectors are used

ciné-verité /sɛ̃vɛrˈtɛː/ noun a genre of film in which the film-maker tries to shoot documentary-style footage while interfering as little as possible in the scenes being filmed, usually with a small hand-held camera. Also called direct cinema

circular /ˈsɜːkjʊlər/ noun a message such as an advertisement or announcement, that is distributed to a large number of people

circulation /ˈsɜːkjʊləʃən/ noun the number of copies sold of each issue of a publication. Compare readership

citizenship /ˈsɪtɪznɪpʃən/ noun the idea of being a participating, aware member of a community such as a state

city desk /ˈsɪti dɛsk/ noun the section of a newspaper devoted to financial reporting

city editor /ˈsɪtiˌɛdɪtər/ noun 1. the newspaper editor who deals with financial and commercial news 2. the newspaper editor in charge of local news

city room /ˈsɪti ˈruːm/ noun the department of a newspaper that deals with local news

cityscape /ˈsɪtɪskɛp/ noun a picture of all or part of a city or town

civil inattention /ˈsɪvəl ɪnˈætənʃən/ noun a typical way that strangers behave, for example in the street, in which they may make brief eye contact, but quickly retract it to remove the need for recognition or further contact

civil society /ˌsɪvɪl ˈsəʊəri/ noun the institutions, social relationships and organisations that function under the rule of the state but are not necessarily aligned with it

clapper board /ˈklæpə bɔːd/ noun a pair of hinged boards filmed at the start of each take in a film to identify it, and clapped together to help to synchronise the soundtrack with the film. Also called slate

clapper/loader /ˈklæpə ˈləʊdər/ noun an assistant on the camera crew whose job it is to reload the cameras with film and to operate the clapper board at the start of each shot

Clarendon /ˈklɛrəndən/ noun a style of boldface roman type

class /klɑːs/ noun 1. a social classification loosely based on the comparative level of wealth and opportunity into which a person is born 2. JICNARS scale
classification  /ˈklæsɪfɪˈkeɪʃ(ə)n/  noun  the process of putting people or things into categories such as grouping people according to their economic status or classifying films according to the minimum age that a person must be to watch it

classified ads  /ˈklæsɪsfɪd ædz/  classified plural noun advertisements that are grouped together in a newspaper or magazine according to their subject matter, usually without illustrations. Compare display ads

classified display advertising  /ˈklæsɪsfɪd ˈdɪsˈpleɪ dɪˈskrəʊtərɪzn/  noun advertising that, although it is classified, may also have individual features such as its own box border or the company logo

Claymation  /ˈkleɪmetʃ(ə)n/  a trade name for the process of creating animated films from sequences of images of clay figures. The figures are moved slightly between each shot so that they appear to move when the sequence is run at the correct speed.

clean  /klɛn/  adjective referring to text that contains relatively few mistakes or corrections

clean feed  /ˈklɛn fɛd/  noun 1. a video recording without any added captions 2. a sound recording without added commentary 3. an earpiece that a television or radio presenter uses to hear all sound apart from their own commentary. Also called clean FX, mix minus

clean FX  /ˈklɛn ɛf ˈeks/  noun  same as clean feed

Clean Up TV Movement  /ˈklɛn ap ˈtiː ˈvɪː ˈmɜːrvmənt/  noun formerly, a movement dedicated to clean, moral and wholesome programming, formed in 1963 by Mary Whitehouse

clear  /klɛər/  verb to release a communications link when transmissions have finished

clearing house  /ˈklɛərɪŋ ˈhəʊs/  noun an central agency that collects and distributes information

clear scan  /ˈklɛər skæn/  noun a function that reduces the flicker seen when filming a computer monitor or television screen, by adjusting the scan rate of the recording device

cliché  /ˈklɪʃeɪ/  noun a phrase or word that is overused and has therefore lost its original effectiveness or power

click  /klikt/  verb to press and release a key or a button on a keyboard or the mouse  noun the act of pressing a mouse button or a key on a keyboard

clicker  /ˈkliktər/  noun a foreman or forewoman in a printing press

clickstream  /ˈkliktstrɛm/  noun a record of how a user navigates around a website, sometimes used in marketing research

click through  /ˈklikt θruː/  noun an act of clicking on a banner ad or other on-screen advertising that takes the user through to the advertiser's website

click through rate  /ˈklikt θruː  ˈret/  noun a method of charging an advertiser for the display of a banner advertisement on a website. Each time a visitor clicks on a displayed advertisement which links to the advertiser's main site, the advertiser is charged a fee.

'The interactive banners could be downloaded and include hilarious, cartoonish ads… the ad campaign boasted a click-through rate 12% higher than the average.' [Advertising Age]

client list  /ˈklɛnt lɪst/  noun a list of clients of an advertising agency

climax order  /ˈklɛmæks  ˈɔrdaɪn/  noun a method of arranging arguments or main points in a narrative so that the most important point is presented at the end. Compare anti-climax order

Clio  /ˈkliəʊ/  noun an annual award for excellence in package design and advertising in print, on television and on radio

clip  /klɪp/  noun an extract from a recording. Also called cut

clipart  /ˈklɪpərt/  noun commercially produced artwork that is available freely at low cost. Many computers contain free clipart.

clipper chip  /ˈklɪpər tʃɪp/  noun a data-encryption chip proposed in the mid-1990s allowing communication by computer that it was implanted in to be recorded and >'spied on'. It was thought invasive and potentially insecure and was never developed.
clippings

clippings /ˈklɪpɪŋz/ plural noun press same as cuttings
clip sheet /ˈklɪpʃēt/ noun text from a newspaper or magazine reprinted on one side of plain paper and used for distribution to interested parties
clone /ˈklɑːn/ noun an exact copy of a digital recording, taken as back-up
closed /ˈkləʊzd/ adjective referring to a narrative that is brought to a conclusion at the end. Compare open
closed-captioned /ˈkləʊzd /ˈkeɪptʃənd/ adjective referring to a broadcast that has captions, for example for the hard of hearing, that can be seen if the television set is fitted with the correct decoder
closed captioning /ˈkləʊzd /ˈkeɪptʃəŋ/ noun a system that transfers text information with a video signal so that the text data can be decoded and displayed at the bottom of the television screen. Abbreviation CC
closed-circuit television /ˈkləʊzd /ˈtʃɜːrktv/ noun a television transmission system in which cameras transmit pictures by cable to connected monitors. Surveillance systems are based on this type of transmission
closed-face lamp /ˈkləʊzd /ˈfɛs tɛmp/ noun same as spot
close down /ˈkləʊzd /ˈdauŋ/ verb to stop broadcasting for the day
closedown /ˈkləʊzdən/ noun the end of a period of broadcasting
closed text /ˈkləʊzd /ˈtekst/ noun a text which leaves very little room for free interpretation of meaning. Compare open text
close-up /ˈkləʊz ʌp/ noun a shot which shows the whole of a person’s face, but no other part of their body. Abbreviation CU
closing sentence /ˈkləʊzɪŋ /ˈsentəns/ noun the last sentence in a marketing e-mail which pushes the customer to take action
closure /ˈkləʊzə/ noun a situation in which somebody receiving a piece of communication ‘closes down’ and refuses to accept any more of it, usually because it conflicts with the receiver’s already-held beliefs or values
clown /ˈklɑːn/ noun 1. a person who behaves comically 2. a comic performer, usually in a circus, who often wears an outlandish costume and heavy makeup
cluster group /ˈklʌstər ɡrəʊp/ noun in audience analysis, a group of people with similar traits, lifestyle, social background etc
clutter /ˈklʌtə/ noun 1. a mass of advertising units shown together, so that any single advertisement or commercial tends to get lost 2. visual stimuli which distract a viewer or reader from the main message, such as flashy advertisements on a webpage
CMA abbreviation Community Media Association
CMCCR abbreviation combined mobile central control room
CMCR abbreviation colour mobile control room
CMYK /ˈsɪː mi ˈkjuː /ˈen/ noun the standard colour model for printing in which all colours are described in terms of cyan, magenta, yellow and black
CNN /ˈsɪː en/ noun an international news and broadcasting company which was founded in 1980 and which was the first to introduce 24-hour news coverage. Full form Cable News Network
co-anchor /ˈkɔːərˈɛŋkə/ verb to present a television or radio programme jointly with another presenter
co-anchor /ˈkɔːərˈɛŋkə/ noun either of two presenters who jointly present a television programme, especially a news programme
cobranding /ˈkɔːbrendɪŋ/ noun the practice of displaying two or more corporate logos on a product or website to show that it is a joint enterprise
cobweb site /ˈkəʊwɛb sɛt/ noun a website that has not been updated for a long period of time
codex /ˈkɔdɛks/ noun a set of rules governing some form of behaviour, either rigidly enforced or used for guidance only
Code of Advertising Standards and Practice /ˈkɔːd ɒv /ˈpræktɪs/ noun a code formerly administered by the Independent
Broadcasting Authority, which stated that advertisements should not be misleading, immoral or underhanded, but that they should be 'legal, decent, honest and truthful'.

COMMENT: The Code is mandatory and is enforced by OFCOM. Failure to meet standards may result in an advertisement being dropped, whereas failure to properly vet an advertisement before transmission can lead to financial penalties or even the loss of the transmitter’s broadcasting licence.

**Code of Programme Sponsorship**

A rule imposed by the Independent Television Commission (now administered by OFCOM) stating that any programme may be sponsored apart from news and current affairs programmes, but that product placement must not occur as a result.

COMMENT: Organisations which may not sponsor programmes or are restricted in their sponsorship include: political bodies, tobacco companies, manufacturers of drugs available only on prescription, and betting or gaming companies.

**codes of narrative**

A set of five codes used in the analysis and deconstruction of texts. A *action code*, **semantic code**, **enigma code**, **referential code**, **symbolic code**

**coffin**

A frame that holds electrotype or stereotype printing plates

**co-financing**

A situation in which two or more film studios share production costs of a film in return for sharing the profits, rights etc.

**cognitive behaviour**

The category of human behaviour associated with knowing, reasoning and understanding. Compare **affective behaviour**

**cognitive dissonance**

The feeling of dissatisfaction experienced by a person who cannot deal with apparently contradictory information, for example when making buying decisions or comparing purchases with the claims made for them in advertising.

**cognitive mapping**

The process of creating a mental ‘map’ of one’s environment (cultural, social, physical, etc.) and using this to make decisions.

**cognitive processing**

The way in which a person changes external information into patterns of thought and how these are used to form judgments or choices.

**cognitive psychology**

A psychological movement which infers people’s thought processes from their behaviour, and believes that these thought processes can be affected by behaviour and/or changed to affect behaviour. Compare **behaviourism**

**col. abbreviation**

**PRINTING column**

**cold media**

Media which demand a greater degree of interaction and interpretation from the audience, for example television. Compare **hot media**

**cold type**

**PRINTING**

Typsetting that is done without casting metal

**collate**

To make sure that the pages in a book are sequenced correctly and completely

**collateral services**

**PRINTING**

Agencies which provide specialised services such as package design, production of advertising material or marketing research

**collation**

The technical description of a book that includes its bibliographical details and information about its physical construction. 2. The process of assembling sheets of paper in the right order, particularly the sections of a book before it is bound

**collective representation**

The creation of media texts by a community which reveal or represent something about its culture, history, beliefs etc.

**collectivist**

Referring to a culture that places an emphasis on the needs and achievements of the group rather than of the individual. Personal achievement and assertiveness is considered less important than conformity to society and an ‘unselfish attitude’. Such communities have a strong sense of family and community. Compare **individualist**

**collodian process**

An early process of
colonialism photography development, using colloidal solution to fix light-sensitive iodide to the photography plate.

colonialism /kəˈlɒniəlɪzəm/ noun in Marxist theory, a situation in which one powerful country has taken control of the economic and political systems of others, which has a far-reaching impact on its cultural forms.

colonisation /ˌkələnəˈzeɪʃən/ noun the process of using cultural signifiers from one community to appeal to another in order to sell a product.

colorcast /ˈkʌləkæst/ noun a colour television broadcast.

colour /ˈkʌlər/ noun the type and amount of inks used in a printing job; adjective referring to an article or section of an article, focusing more on descriptions, impressions and subjective reporting rather than impartial reporting of the facts.

colour bar /ˈkʌlərbær/ noun a type of test pattern on paper or a screen, consisting of vertical coloured bars.

colour correction filter /ˈkʌlər kɜːrˈɛʃən fɪlər/ noun same as gel.

colour grading /ˈkʌlər ɡreɪdɪŋ/ noun the process of preparing film so that colours and lighting effects are uniform throughout the feature, these days most often done digitally.

colourise /ˈkʌlərɪz/ verb to add colour to a black-and-white film.

colourist /ˈkʌlərɪst/ noun the person who does the primary and secondary grading to a piece of film.

colour mobile control room /ˈkʌlər məˈbɪli kənˈtrɔːl ruːm/ noun a mobile control room used for coordination on small outside broadcasts. Abbreviation CMCR.

colour separation overlay /ˈkʌlər,sepəˈreɪʃən əʊvərˈleɪ/ abbreviation CSO. Same as chromakey.

colour standard /ˈkʌlər ˈstændəd/ noun one of three international standards, NTSC, PAL and SECAM, used to describe how colour TV and video images are displayed and transmitted.

colour subcarrier /ˈkʌlər ˈsəubkærər/ noun the component of an analogue television signal that transmits colour information to the receiver.

colour supplement /ˈkʌlər, ˌsʌpləmənt/ noun a magazine that is distributed with a newspaper, usually with a weekend issue, printed in colour and containing a lot of advertising.

colour temperature /ˈkʌlər ˈtɛmpərətʃər/ noun the ‘warmth’ of any colour, as measured on the Kelvin scale.

colour temperature blue /ˈkʌlər ˈtɛmpərətʃər ˈbluː/ noun a gel that is placed over an artificial light source to make it appear more like natural light (blue-toned). Abbreviation CTB.

colour temperature orange /ˈkʌlər ˈtɛmpərətʃər ˈɒrɪndʒ/ noun a gel which is placed over a natural light source to make it appear more like artificial light (orange-toned). Abbreviation CTO.

colour TV /ˈkʌlər ˈtɪv/ noun a television set showing pictures in colour, which was first available in the US in 1954.


column /ˈkʌləm/ noun the arrangement of newspaper copy on a page in a vertical strip. Abbreviation col.

column inch /ˈkʌləm ɪntʃ/ noun the amount of printed type that would fill an area on a page one column wide and one inch deep.

‘Posters of several of the Ashes heroes can be found in cricket magazines, the England players’ thoughts fill endless column inches in the newspapers, and every aspect of the forthcoming Test series is being dissected.’ [Jonathon Dyson, The Observer]

columnist /ˈkʌləmɪnست/ noun a journalist who writes a regular feature for a newspaper or magazine, usually based on personal comment.

column rule /ˈkʌləm ˈrʊl/ noun the blank line between columns of text.

comb filter /ˈkɔm ˈfɪltər/ noun an electronic device used to separate the luma (Y) and chroma (C) signals from a composite video signal.

combination commercial /ˈkəmbəˈneɪʃən ˈkɔmərʃəl/ noun a television advertisement which combines still pictures with action shots.
combination rate /ˌkɒmbəˈneɪʃən/ noun a special rate or discount for advertising in two or more magazines
combined mobile central control room /ˌkʌmbɪnd ˈmeɪbl ˈsentrəl ˈrʊm/ noun a mobile control room used for coordination on large outside broadcasts. Abbreviation CMCCR
comedian /ˈkəməˌdɪən/ noun an entertainer who specialises in comedy
comediene /ˌkəməˈdiːən/ noun a female entertainer who specialises in comedy
comedy /ˈkɒmədi/ noun 1. comic entertainment, especially plays, considered as a literary genre 2. a genre of film that focuses on comic characters in humorous situations
come in /ˌkʌm ˈɪn/ verb to enter a discussion or reply to a radio signal
come on /ˌkʌm ˈɒn/ verb to appear on a television programme, or to begin to speak on the telephone
comic-book movie /ˌkɒmɪk bʊk ˈmʊvɪ/ noun a genre of film that is based on a comic strip and tries to recreate that style with strong images and cartoonish characters
comic opera /ˌkɒmɪk ˈɒpərə/ noun a genre of opera that involves humorous situations and characters and often, a lot of dialogue
comic relief /ˌkɒmɪk ˈrɪfl/ noun a comic scene or passage in an otherwise serious work, that provides a contrast and therefore some relief for a short time
comics /ˌkɒmɪks/ plural noun the part of a newspaper where the comic strips appear
comic strip /ˌkɒmɪk strɪp/ noun a sequence of drawings that tell a story or a joke. Also called strip cartoon
comic-strip oriented /ˌkɒmɪk strɪp ˈɔːrɪntɪd/ adjective referring to a film image that is oriented at right angles to the outer edge of the film
comix /ˌkɒmɪks/ plural noun comics and comic strips that are designed for adults, especially those containing nudity and obscenity
commentariat /ˌkɒməˈneɪʃət/ noun the print and broadcast journalists who comment on current affairs
commentary /ˌkɒməˈneɪri/ noun a report broadcast live from an event which comments on what is happening. For example at a sports match
commentary box /ˌkɒməˈneɪri bɒks/ noun a room from which a television or radio commentator broadcasts while watching an event such as a football match
commentary position /ˌkɒməˈneɪri pəˌzɪʃən/ noun the vantage point from which a commentator can watch the action
commentate /ˌkɒməˈneɪt/ verb to provide personal and professional comments and opinions, either in radio or television broadcasting or on texts
commentator /ˌkɒməˈneɪtər/ noun 1. a journalist who analyses the news for radio, television or a newspaper 2. a radio or television broadcaster who describes and comments on events, especially sporting events, as they happen
commercial /ˌkəˈmɜːrʃəl/ noun a radio or television advertisement ■ adjective referring to enterprises that use money raised from advertising
commercial art /ˌkəˈmɜːrʃəl ɑːt/ noun graphic art that is created for commercial reasons such as advertising and packaging
commercial break /ˌkəˈmɜːrʃəl b्रɛk/ noun a slot during a radio or television programme when advertisements are broadcast
commercial confidentiality /ˌkəˌmɜːrʃəl ˈkɒnfɪdənsi/ noun grounds for not allowing information to be published because it may damage commercial interests
‘Ofwat refused to be drawn on its plans, saying its ability to provide more information on individual investment decisions was limited by commercial confidentiality, as MPs had recognised.’ [Andrew Taylor, The Financial Times]
commercial Internet exchange /ˌkəˌmɜːrʃəl ˈɪntərnet ɪks/ noun a multilateral agreement between Internet service providers to allow commercial traffic on the Internet
commercial laissez-faire model of media communication /ˌkəˌmɜːrʃəl ˈleɪzə ˈfeɪr/ noun a model which states that there is free trade in the

45 commercial Internet exchange
commercial minitage

market for media texts, with each producer having to compete against others for the consumer’s attention, and so the audience are unlikely to be swayed by any one communication. Compare mass manipulative model of media communication

commercial minitage /ˈmɛntɪdʒ/ noun the number of minutes over the course of a day which are used for broadcasting adverts on a particular channel

commercial radio /ˈkɔˌmɛrʃəl ˈreɪdiəʊ/ a radio station which broadcasts advertisements, which help to pay for its programming costs

commercial services /ˈkɔˌmɛrʃəl ˈsɜrvəs/ plural noun services which support trade, for example banking and advertising

commercial television /ˈkɔˌmɛrʃəl ˈtiːveɪʃən/ commercial TV /ˈkɔˌmɛrʃəl ˈtiːvi/ noun a television station which broadcasts advertisements, which help to pay for its programming costs

commercial time /ˈkɔˌmɛrʃəl ˈtɪm/ the amount of time that a television or radio station devotes to advertising

commissaire /ˌkɔmɪˈnɛr/ a woman who introduces people as they appear on a television, radio or stage show

commissionaire /ˌkɔˌmɛrʃənˈeɪər/ noun a uniformed doorman at a cinema, hotel or theatre

commission rebating /ˌkɔˌmɛrʃən ˈreɪbətɪŋ/ noun the practice by which an advertising agency may discount invoices for media costs sent to clients, in effect taking them out of its own commission or profit margin

Committee of Advertising Practice /ˌkɔˌmɛrʃən ˈædvɛntʃər prækts/ noun the body which produces the codes of advertising practice which are independently administered by OFCOM (broadcast advertising) and ASA (non-broadcast advertising). Abbreviation CAP

commoditisation of information /ˌkɔˌmɒdɪtəˈzaʃən ˈɪnfərən/ noun the idea that information is a commodity that can be bought and sold, not something which should be freely available

commodity fetishism /ˌkɔˌmɒdɪtɪsəm/ noun a Marxist theory which suggests that objects produced, sold and exchanged under a capitalist system take on the characteristics of a fetish, replacing some other desire or form of social interaction

commonality /ˌkɒməˈneɪləti/ noun all the things that a community have in common, in terms of beliefs, ideas, cultural heritage etc.

common carrier /ˌkɒmən ˈkɛəriə/ noun a company, such as a telephone company, that provides telecommunications services to the general public

common culture /ˌkɒmən ˈkʌltʃər/ noun cultural forms that are shared between all members of a community, and are one of the things which define them as such

common intermediate format /ˌkɒmən ɪntəˈmɪdiət fɔrmæt/ noun a standard for video images that displays an image 352 pixels wide and 288 pixels high

common sense /ˌkɒmən ˈsɛns/ noun the idea that most of the sets of meanings attached to things can be easily understood and do not need to be studied or analysed

communicate /ˌkɒˌmjuːˈnɪkət/ verb 1. to reveal or express a feeling, thought or idea by words or gesture so that it is clearly understood 2. to give or exchange ideas or information by words or gestures

communication /ˌkɒˌmjuːnɪˈkeɪʃən/ noun the exchange of information between people, for example by means of speaking, writing, or using a common system of signs or behaviour 2. a spoken or written piece of information

communication network /ˌkɒˌmjuːnɪˈkeɪʃən ˈnetwərk/ noun any method of communicating multiple messages between multiple people, such as the Internet

communication objectives /ˌkɒˌmjuːnɪˈkeɪʃən əˌbɪˌʃən ˈɒbˈjektɪvz/ plural noun objectives that a company tries to achieve through its advertising, for example creating awareness, knowledge, images, attitudes, preferences or purchase intentions

communications /ˌkɒˌmjuːnɪˈkeɪʃənz/ plural noun the systems used for sending and receiving information, for example postal, computer and telephone networks noun the study of the way people communicate with each other
media studies; communication; objectives; approach to setting advertising goals and action, following the DAGMAR model; awareness, comprehension, conviction and action attributed to advertising, for example speech.

for enforcement and also on the grounds that it is inappropriate for being almost impossible to control. The Act has been criticized for being almost impossible to enforce and also on the grounds that it goes against the principle of freedom of speech.

communications gap a lack of understanding because of some failure in communication, such as between different cultural groups without a common reference point.

communications management the process of managing communications, so that advertising messages are sent efficiently to people who need to receive them.

communications satellite a satellite used to relay radio, telephone and television signals around the world.

communications task a test used in semiotics in a study of the medium by which one symbol in a set is replaced to see how it affects the ‘reading’ of the others. A method of analysing meaning in a text, by taking elements of meaning and substituting them for alternatives to see what effect this has on the whole.

compact camera a small camera with a built-in lens.

comparative advertising advertising that compares a company’s product with competing brands to its own advantage.

comparative analysis the practice of carrying out analysis of the different media available to an advertiser in order to decide which should be used during an advertising campaign.

compassion fatigue a loss or lessening of sympathy for the suffering of others, experienced by an audience that has been over-exposed to media images of suffering.

The charity Oxfam said less than 30 per cent of the UN’s original target had been pledged. There are concerns that compassion fatigue has set in after a series of natural disasters, including the tsunami and Hurricane Katrina." [Justin Huggler, The Independent]

compere a person who introduces people as they appear on a television, radio or stage show.

competence the ability to carry out a task safely and efficiently.

competitiveness a person’s ability to use a competitive advantage.
competitive analysis 48

language because they understand its rules, structures etc

competitive analysis /ˈkɒmpətɪtv/ a practice of carrying out analysis of an industry, and the customers and competitors within that industry, in order to discover how competitive an organisation, project or product is, especially by evaluating the capabilities of key competitors

competitive check /ˈkɒmpətɪvlok/ noun the analysis of rival advertising levels and patterns, often conducted on the basis of data supplied by monitoring organisations

composition film /ˌkɒmpəˈzɪʃn fɪlm/ noun a film which is put together from previously shot footage

complementary /ˈkɒmpləməntəri/ adjective referring to colours which are ‘opposite’ and produce a shade of grey when mixed, such as green and orange or blue and yellow

complicity of users /ˌkɒmplɪsɪtɪvjuːzəs/ noun the idea that the audience does not want to be given the full truth in news reports about difficult situations, crises etc., which reinforces the journalist’s tendency to censor coverage

component video /ˈkɒmpəmənt vɪˈdiəʊ/ noun a video signal in which the colour and the light/dark portions of the signal are kept separate, allowing for easier editing without distortion. Compare composite video 2.

computer conferencing /ˌkɒmpəˈtensoʊkəˈfɛnərɪŋ/ noun the practice of people at distant sites, each with a computer, exchanging text and graphic messages and participating in meetings together

competitive heterosexuality /ˌkɒmpləˈzɪtɪv həˈtɛrəʊsɛksəlɪtɪ/ noun in feminism, the idea that homosexuality is repressed by the prevailing ideology that says that heterosexual behaviour is the norm

corporate check /ˈkɒmpətɪv tʃek/ noun a competitive check

corporate video /ˌkɒmpərət vɪˈdiəʊ/ noun a video signal in which the colour signals and the monochrome signal are combined into one single signal

compressed video /ˌkɒmprest vɪˈdiəʊ/ noun video signals that have been compressed to reduce the data rate required to transmit the information. Whereas a normal television picture is transmitted at around 5090 Mbits/second, a compressed video signal can be transmitted at around one tenth of the data rate.

computer-assisted personal interview /ˌkɒmpəˈstensoʊpɜːrəl ɪnˈtəvjuː/ noun a face-to-face interview for research purposes in which the interviewer reads the questions from a computer and directly inputs the answers. Abbreviation capi

computer literacy /ˌkɒmpəˈlɜtrɪ/ noun the understanding of the basic principles of computers, related expressions and concepts, and the ability to use computers for programming or applications
conditional access /ˌkənˌdɪʃənəl/ noun the practice of encrypting signals such as digital television channels so that they can be decoded only by people who have paid for the privilege
conference /ˈkɒnfɪəns/ noun a meeting to discuss the previous edition of a newspaper or magazine and to plan the forthcoming one
confidence limits /ˌkɒnfɪdəns/ plural noun the likelihood that the results of a survey are true and trustworthy, taking into account such things as survey methods, size of sample etc.
confirmation /ˌkɒnˈfɜːrmeɪʃən/ noun an expression of agreement from somebody which reinforces the opinion, beliefs, values etc. that you already hold. Compare disconfirmation
conforming /ˈkɒnformɪŋ/ noun the practice of using the off-line edit of a television film to make the final piece, using the actual shots rather than the low-quality copies
conglomerate /ˈkɒŋɡləmeɪt/ noun a large business organisation that consists of a number of companies that deal with a variety of different business, manufacturing, or commercial activities
congruence theory /ˈkɒŋɡruənsi/ noun the relationship between people who either like or dislike each other, based on whether they are in agreement (‘in congruence’) on other issues and the imbalance this creates
conjecture /ˈkɒnˈdʒektʃər/ noun in Marxist theory, the interrelation of all social factors which bring about a change or new movement. The factors can include the political climate, economic system or technological advances.
connect /ˈkənˈnekt/ verb to enable people and organisations in different places to contact each other, for example by computer or telephone
connection /ˈkənˈneks/ noun a link such as between telephones
connectivity /ˈkənˈnektɪvɪti/ the ability to communicate with another system or piece of hardware or software, or with an Internet site
connotation /ˌkɒnˌnəʊteɪʃən/ noun the meanings implied or suggested by a word, image, phrase etc., as opposed to the literal meaning. Compare denotation
Media Studies

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**consciousness** /kənˈʃɒnəs/ noun in Marxist theory, the attitudes, values and beliefs that characterise a person’s self-awareness

**consensus** /kənˈsɛnsəs/ noun a shared acceptance of values, norms and beliefs, a similar outlook. Compare dissensus

**consent form** /kənˈsɛnt ˈfɔrm/ noun a form giving the official consent of any person appearing on film for that footage to be broadcast, usually featuring their name and signature

**consistency** /kənˈsɪstənsi/ noun the practice of ensuring that media coverage is uniform and does not contradict itself. The aim of this is to make the audience more likely to believe the coverage.

**console** /ˈkɒnsəl/ noun a desk, table, display, or keyboard onto which the controls of an electronic system or some other machine are fixed

**consolidated viewing** /kənˌsɔldıˈtɛd ˈvɪʒən/ noun all viewing, including video recording and playback within 7 days of the original transmission

**conspiracy of silence** /kənˈsəprəsəni əˌsɛltəns/ noun an agreement not to broadcast a certain piece of sensitive information between those who have access to it

The parents of Leo Blockley, the Oxford University rower who died during a training trip to Spain, have spoken of their fight to… expose a conspiracy of silence surrounding allegations that the head coach was drunk. [Russell Jenkins, The Times]

**conspiracy theory** /kənˈsəprəsəni ˌθɪəri/ noun a suspicion that there is a conspiracy among people in power to cover up or suppress sensitive information

**constellation** /ˌkɒnstəˈleɪʃən/ noun the ‘pattern’ caused by events of the present combined with events of history

**constituency** /ˌkɒnstɪˈtjuːnəsi/ noun the readership of a newspaper. The suggestion from this term is that the political views of a readership are shaped by the newspaper they read.

**construct** /kənˈstrʌkt/ verb to create something such as a theory, concept, image or media text by putting parts together systematically. **noun** the idea that media products are ‘made’ artificially and not taken directly from nature

**construction** /kənˈstrʌkʃən/ noun a visual work of art that is a combination of a variety of abstract materials, and is usually three-dimensional

**constructivism** /kənˈstrʌktɪvɪzəm/ noun the theory that a person’s perception of reality is dependent on the language that is used to construct and interpret that reality

**consumer** /kənˈsoʊmər/ noun 1. the person who buys a product advertised, at whom the advertising is aimed 2. a person who is exposed to a media product, i.e. the audience

**consumer advertising** /kənˈsoʊmər əˈdɛvətərəzn/ noun advertising direct to individual consumers, as opposed to businesses

**consumer culture** /kənˈsoʊmər ˈkʌltʃər/ noun a view of society as dominated by consumerism

‘…the rise of the ‘new puritans’: young people who have reacted against consumer culture by refusing to drink, smoke, buy big brands, take cheap flights, drive a fancy car or get fat.’ [Jemima Lewis, The Independent]

**consumerisation** /kənˈsoʊmərəˌzaʃən/ noun the process by which a society becomes dominated by consumerism, caused by globalisation resulting in a much greater range and availability of competing products

**consumerism** /kənˈsoʊmərəˌizəm/ noun a view of society which is overly concerned with material goods

**consumer panel** /kənˈsoʊmər ˌpɛnəl/ noun a group of consumers who report on products they have used so that the manufacturers can improve them or use what the panel says about them in advertising

Consumer Protection Act 1987 /kənˈsoʊmər prəˈtekʃənˌækt/ noun an act of Parliament that bans the use of misleading information to encourage potential purchasers to buy

**consumer sovereignty** /kənˌsoʊmər ˈsəvərənti/ noun the view that the consumer of a media product should dictate through their tastes and opinions what is broadcast

**consumer survey** /kənˌsoʊmər ˈsərvər/ noun a questionnaire into the lifestyle, habits and behaviour of a partic-
ular group of established or potential consumers

**cont.** abbreviation BROADCAST

**contact** /'kɒntækt/ noun a person who provides information for a journalist

**contact print** /'kɒntækt prɪnt/ noun a photographic print made by exposing a negative to light directly on top of photosensitive paper

**contacts book** /'kɒntɛkts bʊk/ noun a small book containing contact details of sources, carried by a journalist

**contagion effect** /kən'teɪdʒiən ɪ,ɛkt/ noun a situation in which media coverage of something creates a craze or fad, for example copycat crimes based on coverage of an original crime

**contd** abbreviation BROADCAST

**content analysis** /'kɒntent ə'næləsɪs/ noun research into what is broadcast by the media in order to identify and assess trends

**content management** /'kɒntent ə'mændʒmənt/ noun the management of the textual and graphical material contained on a website

**content provider** /'kɒntent prə'vайдər/ noun 1. a media company that produces material for broadcast on a particular network, for example cable or satellite distribution 2. any organisation or individual which provides content to be broadcast or published elsewhere, such as contributors to a website

**content-rich** /'kɒntent 'rɪtʃ/ adjective containing a lot of useful information

‘As the broadband juggernaut finally gathers momentum, a few content-rich sites are coming into their own. Leading the pack is Shockwave’s interactive feast of games, films, sounds and pictures.’

[James Knight, *The Sunday Times*]

**contents** /'kɒntɛnts/ plural noun a list at the beginning of a publication such as a book, that shows how it is divided up and gives the number of the first page of each chapter, article or part

**context** /'kɒntɛkst/ noun 1. the words, phrases, or passages that come before and after a particular word or passage in a speech or piece of writing and help to explain its full meaning 2. the circum-

stances or events that form the environment within which something exists or takes place 3. additional information about a product that is considered to be helpful to customers and is shown on a website, for example, reviews by other customers displayed on the site for a particular book

**continuity** /'kɒntɪ'njuːtɪ/ noun 1. a comprehensive script that details each shot or scene of a film or broadcast, including such items as cast movements, props and camera positions and costume features 2. the announcements that link television or radio programmes 3. the maintenance of smoothness in the narrative flow in a film or broadcast 4. the job of making sure that the costumes, lighting, make-up etc. used in consecutive scenes are the same even if the scenes are not shot continuously 5. commentary by a television or radio broadcaster that fills the time between the end of one programme or programme segment and the beginning of the next 6. the process of making sure that details of time, place, costume etc. are kept consistent from one part of a film or broadcast to another

**continuity editing** /'kɒntɪ'njuːtɪ ɛdɪtɪŋ/ noun the job of editing a film to make sure that the details of time, place, costume etc. are kept consistent throughout the entire sequence

**continuity person** /'kɒntɪ'njuːtɪ pɜrsən/ noun the member of a film or television production team who is responsible for continuity of costume, lighting, make-up etc.

**continuity programme** /'kɒntɪ'njuːtɪ prə'ɡræm/ noun a marketing programme that offers a series of products that are sent to customers at regular intervals

**contracting company** /'kɒŋtræktɪŋ 'kɒmpəni/ noun an independent broadcasting company that sells advertising time

**contrast** /'kɒntrʌst/ noun 1. the effect created when very different things such as colours, shades or textures are placed near or next to each other 2. the different levels of brightness and darkness in a single image or moving image

**contrastive** /'kɒntrʌstɪv/ adjective referring to the effect of a contrast, or
contrasty

using contrasting colours, tones or textures

contrasty /'kɒntræsti/ adjective referring to a sharp contrast between the lightest and darkest areas in a photograph or television or movie image

contributed content website /'kɒntrɪbjuːtɪd 'kɒntɛnt 'weɪbstaɪt/ noun a website that allows visitors to add their contributions to its content, for example, to write reviews of books that are advertised on the site

contribution /'kɒntrɪbjuːʃən/ noun an article or other material that is submitted for use in a publication or broadcast

control group /'kɒntrəʊl gruːp/ noun in research, the ‘average’ or unaffected group against which an experimental group is measured. Compare experimental group

controlled circulation /'kɒntrəʊl'dʒɜːrəl /'kɒmpərətɪv/ 'ɛdʒɪstef'ædʒɪst zɛmpərətɪv/ noun 1. the practice of mailing advertising material from different companies in the same mailing pack 2. the practice in which two companies, often a producer and a distributor, share advertising costs

co-ordinating producer /'kɒʊˌsɪdɪnɪtɪŋ prə'dʒuːsər/ noun the member of a television or film production team who is responsible for coordinating two or more producers working on related projects

copperplate /'kɒpəplet/ noun 1. a polished copper printing plate with an etched or engraved design on it 2. a print made from a copperplate

co-producer /'kɒ prə'dʒuːsər/ noun in television and film production, a producer who works in tandem with other producers on the same project

co-production /'kɒ prə'dʒuːʃən/ noun a film or television production which has more than one producers, financiers etc

copy /'kɒpi/ noun 1. written information designed to be read out on the radio 2. text that will be laid out and printed on a page

copy approval /'kɒpi əˈprɔviŋ/ noun the right to check and approve copy before it is published

The tabloids may strike deals with publicists that hand over control to the star – a practice exposed by Piers Morgan, the former editor of the Daily Mirror, when he announced that he would no longer give copy approval to celebrities.

[Alan Ruddock, The Guardian]

copyboy /'kɒpiˈbɔɪ/ noun a person whose job is to run errands in a newspaper office

copy brief /'kɒpi briːf/ noun the instructions from an advertiser to a copywriter explaining the objectives of an advertising campaign

copy-cat crime /'kɒpi kæt 'kreɪm/ noun a crime which mimics another criminal’s ‘style’, after this has been reported in the media

copy date /'kɒpi dɛst/ noun the date by which an advertisement must be delivered to the media concerned
cosmopoliteness

Correspondent for Public Broadcasting /ˌkɔːrpərət fɔːr pʌbˈlɪk bɜːrdɛkˈbæstriŋ/ noun an organisation in the USA which funds local broadcasters to produce educationally- or culturally-valuable programming. Abbreviation CPB
corps /kɔːps/ verb to mess up spoken lines in a script by laughing or becoming distracted
corr. abbreviation PRESS correspondent
correlation /ˌkɔrəˈleɪʃən/ noun a relationship in which two or more things are mutual or complementary, or one thing is caused by another
correspondence /ˌkɔrəˈspɒndəns/ noun the process of communicating by writing letters or messages such as e-mails
correspondence column /ˌkɔrəˈspɒndənt kəˌləʊmn/ noun a section of a newspaper or magazine where readers’ letters are published
correspondent /ˌkɔrəˈspɒndənt/ noun a journalist who regularly reports

cosmeceutical /ˌkɒsməˈsjuːtɪk(ə)l/ noun a product such as an antiperspirant or anti-wrinkle cream that is marketed as a cosmetic, but which contains biologically active ingredients and should therefore possibly be designated as a pharmaceutical

...the seaweed extracts help give the skin a toned appearance, while the caffeine penetrates it, enters the fat cells and helps them release their fatty content – a real ‘cosmeceutical’ double act if ever there was one.’ [Amanda Ursell, The Sunday Times]
cosmopolitanism /ˌkɒzməˈpɒlɪtənɪz(ə)m/ noun 1. a situation in which a place or culture is composed of or influenced by people from different countries or cultures 2. in cultural theory, the condition of belonging less to one state than to many, being ‘multi-lingual’ in various cultural forms
cosmopoliteness /ˌkɒzməˈprentɪs/ noun the degree to which a person has contact with others outside
their own social structure and is aware of and involved in other social situations

**cost efficiency** /ˈkɒst ɪˈfɪʃənsi/ noun the process of anonymously revealing to a reporter the fact that somebody else has leaked information, which then leads to the reporter suspecting a conspiracy

**counter-programming** /ˈkɔʊntərˈprəʊɡræmɪŋ/ noun the technique of presenting television programmes that are designed to appeal to the audience of competing programmes run during the same time

**counterproof** /ˈkɔʊntərpruːf/ noun a second print of an engraving, taken as an impression of the first, while it was still wet

**coupon ad** /ˈkʊpən əd/ noun an advertisement with a form attached, which the consumer cuts out and returns to the advertiser with their name and address for further information

**coup** /ˈkɔp/ noun a sudden change or violent overthrow of a government, especially by armed forces

**coupé** /ˈkɔp/ noun a small car without a rear seat

**coupled with** /ˈkɒpled wið/ preposition something that is coupled with something else

**cover** /ˈkʌvər/ noun 1. the outer binding of a book or magazine 2. music (informal)

**cover** /ˈkʌvər/ verb to have the job of reporting on an event or a particular class of events for a newspaper or a broadcasting company

**cover line** /ˈkʌvər lɪn/ plural noun short phrases on the cover of a magazine describing major articles inside.

**cover mount** /ˈkʌvərmɒnt/ noun an item fixed to the cover of a magazine as a
critical pluralism

creative director /ˌkriː,ɛtɪv ˈdeɪtʃərtə/ noun an employee of an advertising agency who is in overall charge of finding the right words and images to promote the product during an advertising campaign

creative editing /ˌkriː,ɛtɪv ˈɛdɪtɪŋ/ noun the process of editing pieces together to create a sequence, effect etc., rather than to tidy up or shorten an existing piece. Abbreviation CE

creative shop /ˌkriː,ɛtɪv ˈʃɔp/, creative boutique /ˌkriː,ɛtɪv ˈbʊtɪk/ noun a highly specialised business offering creative customer advertising services

credit /ˈkredɪt/ noun text that names the photographer or illustrator when their work is used.
credit line /ˈkredɪt lайн/ noun a published acknowledgment of who wrote something or where it was sourced from.
credit roller /ˈkredɪt ˈrɔlər/ noun a series of credits which roll from the bottom to the top of a television or cinema screen

credits /ˈkredɪts/ plural noun text at the end of a broadcast programme or film giving details of the people that worked on it.
crew /kruːz/ noun the group of people who do technical work for a television programme or film production.
crisis /ˈkrɪsɪs/ noun the theory that a crisis is only defined as such in its media coverage, forcing those in authority to react accordingly. A [agenda-setting]
critic /ˈkrɪtɪk/ noun a person, especially a journalist, who expresses opinions about the quality of literary works, drama productions, art exhibitions and society as a whole.

Criticism raged that it was a disgrace: pathetic, boring rubbish.” [Claire Henry, The Financial Times]
critical news analysis /ˌkrɪtɪk(ə)l ˈnjuːzɪˈnɛzɪsɪs/ noun an approach to analysing news coverage, its content, presentation, effects and degree of neutrality.
critical pluralism /ˌkrɪtɪk(ə)l ˈplɜːrəlɪz(ə)sm/ noun the theory that
while there are many different ideas and value systems within society, some of them are powerful and some suppressed, and that there is a struggle for dominance.

critical theory /'kritɪk(ə)l ˈθeəri/ noun in Marxist theory, a form of social theorising aimed at discovering, and suggesting answers to, social problems, rather than merely understanding them.

criticise /ˈkrɪtɪsaɪ/ verb to judge and express an opinion on the qualities of something, especially a creative work.

criticism /ˈkrɪtɪsm/ noun the process of judging and expressing opinions on the qualities of something, especially a creative work. Also called critique.

critique /ˈkrɪtɪk/ verb in Marxist theory, to analyse and explain the valid features, weaknesses and strengths of a piece of work as noun same as criticism.

crop /krɒp/ noun to cut down a picture to make it the correct size for use or to cut out unwanted parts of it.

cross-border /'krɔs ˈbɔːrdər/ adjective referring to programmes broadcast in several different countries.

crosscut /ˈkrɔskʌt/ noun same as cross-cutting in verb to alternate short sections of two or more scenes of a film to give the impression that the events they show are happening at the same time.

cross-cutting /'krɔs ˈkʌtɪŋ/ noun 1. repeated alternation between brief filmed sequences to give the impression that the events they show are happening at the same time. 2. the technique of running several different narratives simultaneously and cutting between scenes from each.

cross fade /'krɔs ʃeɪd/ verb 1. a way of mixing from one image to another in which one image gradually fades in as another fades out. Also called dissolve. Compare wipe 2. in film or television editing, to gradually introduce a new sound or picture while causing another one to disappear.

cross-generic /'krɔs dʒɛnerɪk/ adjective referring to the blending of conventions from different genres.

crosshead /'krɔʃeɪd/ noun a subtitle of one or two words, used to break up chunks of text in news articles.

crossing the line /'krɔsɪŋ dəˈleɪn/ noun 1. 180° rule.

cross-media advertising /'krɔsˌmɪdəˈɛdvərətəzm/ noun advertising the same product or service in several different types of media which are offered by a single-company media provider.

cross-media ownership /'krɔsˌmɪdəʊəˈrəʊŋ/ noun the situation in which one company owns different media outlets in press, television, radio etc.

cross-over /'krɔsˌəʊvər/ noun a media product which was made for one genre, but gains popularity in another.

cross-promotion /'krɔsprəˌməʊʃn/ noun a process in which two or more advertisers of a product or service associate themselves with each other to increase their profile, reach more people etc.

cross ref /'krɔs prɛf/ noun a note referring the reader to another page to continue the story or find a related story.

cross-reference /'krɔs ˈrɛfərəns/ noun a note to the reader of a text, that tells him or her to look in another specified place for information.

crostalk /'krɔstɔlk/ noun the unwanted noises or sounds that may come through on, for example telephones or loudspeakers, when signals are transferred from one channel to another.

crossword /'krɔswoːz/ noun a word game in which words that are the answers to numbered clues, are entered horizontally or vertically into a correspondingly numbered grid of squares.

cryptography /'krɔptəˈgræfɪ/ noun the act of transferring messages into code so that the information can only be accessed by the appropriate people.

crystal set /'krʌstrəl set/ noun a simple early form of radio receiver that used a quartz crystal as a detector and had no amplifier or loudspeaker speaker, therefore requiring an ear phone.

CASC abbreviation Casting Society of America.

CSC abbreviation colour separation overlay.

C-SPAN /ˈsɪː spæn/ noun a US cable television channel that covers politics and current affairs such as cultural and social issues.

CSS abbreviation cascading style sheet.
cultivation and the effect that it has had on
which a person has been exposed to culti-
cultural apparatus / kɔltʃərəl əpərəsəs noun the means by which a domi-
the means by which a domi-
nation institution such as a government uses
culture to impose values, definitions, opinions etc. on the general public
cultural capital / kɔltʃərəl ˈkeptəl noun the accumulated knowl-
dge, accomplishments and qualifications
that a person has, which would allow them
to enter a given social circle

cultural identity / kɔltʃərəl ˈaɪdətɪti noun the way in which an indi-
individual defines themselves in terms of their
cultural background and heritage
cultural imperialism / kɔltʃərəl ˈɪməpjəˌrizəm noun the belief that the
globalisation of communication has been
driven entirely by Western technological
advances, and as such constitutes a form
of rule by the West over other countries.
Also called media imperialism

cultural intermediaries / kɔltʃərəl ˌɪntəˌmidiərəri noun people working
in advertising, design and other
industries, who try to tailor products to the
consumer according to cultural values
culturalism / kɔltʃərəl ˈɪzəm noun the idea that a society can be understood
through analysis of their cultural prod-
ucts, such as literature, throughout history
cultural materialism / kɔltʃərəl ˈmætrəˌɪzəm noun the view of culture as being embedded in and inextri-
cable from its material products

cultural memory / kɔltʃərəl ˈmɛməri noun the knowledge and
experience which is accumulated from being immersed in a culture and which defines an individual or group
cultural metaphor / kɔltʃərəl ˈmɛtəfoʊr noun an object or image which
is seen as representative of a culture, for example a bonsai tree or geisha costume
for Japan
cultural mode / kɔltʃərəl ˈməʊd noun the way in which cultural works are
transmitted, either orally or through litera-
ture
cultural politics / kɔltʃərəl ˈpɑlətiks noun the view of culture through the filter of politics, for example,
the effect of governmental funding on the
Arts
cultural theory / kɔltʃərəl ˈθɜri noun analysis of the mass media and its
relationship with and effect on people’s
identities, sexuality and behaviour
culture / kɔltʃərəl noun the beliefs, customs, practices, characteristics and
culture industries

social behaviour of a particular nation or people

COMMENT: The notion of culture has been variously defined as: a common view on the world; the shared products of civilisation within a community; the codes of behaviour by which people within the community abide; the artefacts, texts, symbols or activities produced by a society; and a mechanism by which a community is unified and stabilised.

culture industries /ˈkʌltʃər ɪndəˈstriz/ plural noun organisations in media and the arts, which produce and distribute cultural goods and services
culture of deference /ˌkʌltʃər ɒv ˈdɛfərəns/ noun the idea that news reporters may unconsciously censor themselves, because they know that their coverage may not be acceptable to the larger organisation for which they work.
cumulative audience /ˌkjuːmjuːlətɪv ˈɔːdɪəns/ noun 1. the proportion of a target audience for a broadcast who have had the opportunity to see it after a given number of advertisements have been shown 2. same as net audience
cumulative readership /ˌkjuːmjuːlətɪv ˈriːdərsʃɪp/ noun the proportion of a target audience for a publication who have had opportunity to see it after a given number of advertisements have been published
cursive /ˈkɜːsrɪv/ noun a typeface which resembles handwriting in that the letters are joined together
curtain raiser /ˈkɜːtɪn ˈreɪzər/ noun a story that goes before, and provides the background to, another event
custom audience research /ˈkʌstəm ˈɔːdɪəns riːˈʃɛrɪs/ noun audience research undertaken by a company with particular focus on their own products or services, which is often seen as less objective
cut /kʌt/ noun same as clip ■ verb to remove unwanted text ■ interjection an instruction from a director to stop filming
cutaway /ˈkʌtəˌwei/ noun a short scene inserted in between two scenes to avoid a clumsy edit ■ jump cut
cut-in /ˈkʌt ɪn/ noun in a filmed sequence, a scene that is inserted into another shot or scene
cutline /ˈkʌtlain/ noun a caption to a photograph or illustration
cut-off /ˈkʌt ɔf/ noun a stance or gesture which avoids interpersonal communication, for example avoiding a person’s gaze
cutout /ˈkʌtəʊt/ noun the subject of an illustration or photograph which has been removed from its original background so that it appears against a plain white background
cut-out /ˈkʌt əʊt/ noun a recording sold at a discount because it is out-of-date and supply exceeds demand
cut spot /ˈkʌt спост/ noun an edited television report
cut throat /ˈkʌt θrɔʊt/ noun a signal given by a floor manager to a television presenter, telling them to finish immediately, indicated by drawing a flat hand across the throat in a ‘cutting’ motion
cutting /ˈkʌtɪŋ/ noun 1. the technique of moving from one shot to another when editing a film 2. the process of editing a text, film or recording 3. an article, photograph or other piece that has been cut out of a newspaper or other publication
cutting copy /ˈkʌtɪŋ ˈkɒpi/ noun a copy of a film which is physically cut and joined with leader tape by an editor, then copied and printed as a whole when complete
cutting room /ˈkʌtɪŋ ˈrʊm/ noun the room in which film editing is done

‘Sadly, most of Paul’s scenes ended up on the cutting-room floor – though he does appear on the two-disc DVD.’ [Nick Webster, The Mirror]
cuttings /ˈkʌtɪŋz/ plural noun published stories taken from newspapers, usually filed. Also called clippings
cyan /ˈsɪən/ noun a deep greenish-blue colour that, with yellow and magenta, is one of the three primary subtractive colours
cybercafé /ˈsɪəbə ˈkeɪfɛ/ noun a café where people can pay to browse the Internet

cyberfeminism /ˈsɪəbə fɛmɪnɪz(ə)m/ noun the study of new technology and its effect on women’s issues
cyber mall /ˈsɪəbar ˈmeɪl/ noun a shopping centre on the Internet that links a large number of online businesses, allowing customers to collect purchases in a shopping cart and pay for...
them all at once, for example by credit card

**cybermarketing** /ˈsɛbəˌmɑrkɪtɪŋ/ noun the use of any kind of Internet-based marketing promotion, for example targeted e-mails, bulletin boards, websites or sites from which the customer can download files

**cybernetics** /ˈsɛbəˌnɛtɪks/ noun the organisational and control systems in networks using computers

**cyberporn** /ˈsɛbəˌpɔrn/ noun material that is sexually explicit and available on the Internet or using virtual reality

**cyberpunk** /ˈsɛbəˌpʌŋk/ noun a movement associated with the technological breakthroughs of the early 80s and their effect on the underground pop culture of the time

**cybersales** /ˈsɛbəˌseɪlz/ plural noun the activity of trading over the Internet or the total amount sold

**cybersex** /ˈsɛbəˌseks/ noun sexual activity involving virtual reality or the Internet

“The remainder of the resource pack comprises worksheets and games, such as the Face Exploitation Game, a board game with questions and scenario cards that prompt specific discussions, such as What is cybersex and is it legal?”

[Su Clark, *The Times Educational Supplement*]

**cybershopping** /ˈsɛbəˌʃɔpɪŋ/ noun the activity of buying goods and services over the Internet

**cyberspace** /ˈsɛbəˌspɑːs/ noun the notional space where Internet activity takes place, by analogy to a real, physical space

**cybersurfer** /ˈsɛbəˌsɜːfə/ noun a person who spends a lot of time browsing on the Internet

**cyberwar** /ˈsɛbəˌwɔːr/ noun the use of electronic communications and the Internet to damage an adversary’s computer-based information systems

**cyborg** /ˈsɛbɔːɡ/ noun a living organism which has been ‘enhanced’ by the use of robotic technology, such as with a prosthetic limb

**cyc** /sɛrk/ abbreviation **cyclorama**

**cyclorama** /ˈsɛrkəˌrɑːmə/ noun a curved wall or stretched cloth backdrop in a television studio, used for projecting lighting

**cyclostyle** /ˈsɛrkəˌstɑːl/ noun a duplication method, now obsolete, in which ink is forced through the tiny holes of a waxed paper stencil to produce multiple copies of the original design or text

**cyc track** /ˈsɛrk træk/ noun the curtain rail on which a cyc cloth is hung

**cylinder** /ˈsɪləndər/ noun a rotating metal drum of a printing press

**cylinder press** /ˈsɪləndər pres/ noun a printing press in which the type is carried on a flat bed that moves under a revolving cylinder carrying the paper

**cynic** /ˈsɪnɪk/ noun in advertising audience classifications, a person who does not welcome advertising and regards it as intrusive and insidious, q.v. acquiescent, ambivalent, enthusiast
D3 /ˈdɪzɪ/ noun a digital tape format that records composite video signals
DA abbreviation distribution amplifier
DAB abbreviation Digital Audio Broadcasting
dabber /ˈdeɪbə/ noun a pad used by printers to apply ink or colour to a surface by hand
dagger /ˈdægər/ noun a sign (†) that is used in printed texts to indicate a reference, especially to a footnote. Also called obelisk, obelus • verb to mark text with a dagger sign
DAGMAR /ˈdaɡmaːr/ noun a model showing stages in the effect of advertising on a consumer, for example awareness, comprehension, conviction and action. Full form defining advertising goals for measured advertising results
daguerreotype /dəˈɡʊriətɪp/ noun an early forerunner of the photograph, which fixed images onto a silver-coated plate treated with mercury iodide
dailies /ˈdeɪlɪz/ plural noun US same as rushes
daily /ˈdeɪli/ noun a newspaper that is published every day except Sunday
Dalek /ˈdælɛk/ noun a fictional robot-like alien in a metal casing and with a harsh monotonous voice, from the British science-fiction television series Dr Who
dance hall /ˈdɑːns hɔːl/ noun a type of electronically produced dance music with a disc jockey talking or rapping over reggae-style music
dance music /ˈdɑːns mjuːzɪk/ noun electronic music that people dance to in nightclubs
DAR abbreviation day-after-recall
darkroom /ˈdɑːrkruːm/ noun a room for developing photographs and handling light-sensitive photographic materials, from which natural light is excluded
DAT abbreviation digital audio tape
data /ˈdeɪtə/ noun information available on computer, for example letters or figures
data acquisition /ˈdeɪtəˌekwɪziʃən/ noun the act of gathering information about a subject
data analysis /ˈdeɪtəˌænaləsɪs/ noun the process of extracting information and results from data
database /ˈdeɪtəˌbɛs/ noun an archive of data stored electronically, that can be accessed and manipulated
database management system /ˈdeɪtəˌbɛs ˌmænɪdʒməntˌsɪstəm/ noun a computer program that is specially designed to organise and process the information contained in a database
database modelling /ˈdeɪtəˌbɛs ˌmɔːdəlɪŋ/ noun the technique of using the information from a database to create a website or to forecast trends in a market
database publishing /ˈdeɪtəˌbɛs ˌpʌbliʃɪŋ/ noun the practice of publishing of information selected from a database, either on-line where the user pays for it on a per-page inspection basis or as a CD-ROM
data capture /ˈdeɪtəˌkæptʃə, ˈdeɪtəˌɛntri/ noun the act of gathering information onto a computer by keyboarding or by scanning
data mining /ˈdeɪtəˌminɪŋ/ noun the act of searching through large quantities of data to find hidden patterns, for example analysing the shopping habits of a product’s customers to determine its advertising strategy
dataport /ˈdeɪtəˌpɔrt/ noun COMPUTING a socket, such as an infrared, parallel or
serial port, that is used for data communications.

data protection /ˈdɛtə prəˈtekʃən/ noun technology, legislation etc. used to prevent data being used by unauthorised people and thereby protecting people’s privacy.

Data Protection Act 1984 /ˈdɛtə prəˈtekʃən ˌæk/ noun an act of Parliament which regulates the way in which personal data can be used, stored and passed on by companies, and allows individuals access to their own data records.

datasheet /ˈdɛtəʃeɪt/ noun a document available online that gives a detailed description of a product.

data word /ˈdɛtə wɜːd/ noun a unit of data storage in an electronic processing device, measured in bits.

dateline /ˈdɛtɪleɪn/ noun the day on which a story coming in from abroad was filed.

DATV abbreviation TV digitally assisted television.

Da Vinci /ˈdeɪvɪntʃi/ a trade name for a grading system for use in post-production.

day-after-recall /ˈdeɪ ˌɔrɪˈrɛkʃəl/ noun the ability of a television viewer to remember what programmes, channels etc. they were watching the day before. Abbreviation DAR.

day after recall test /ˈdeɪ ˌɔrɪˈrɛkʃəl ˌtest/ noun an advertising research test to see how much someone can remember of an advertisement the day after it appeared or was broadcast.

day in the life’ feature /ˈdeɪ in daˈlaɪf, ˈfɪstəl/ noun a feature that describes the events of one day in the life of a subject. Compare ‘life in the day’ feature.

daypart /ˈdeɪpərt/ noun a division of the day for programming and advertising purposes.

day player /ˈdeɪ ˈpleɪər/ noun an extra who is only involved in the production of a film for one day.

DBS abbreviation direct broadcasting by satellite.

DCC abbreviation RECORDING digital compact cassette.

DCD abbreviation RECORDING digital compact disc.

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61 decisive moment

dead air /ˈded ɔː/ noun a period when the feed of audio and video signals unexpectedly stops during a broadcast, causing silence and a blank or frozen television screen.

deadline /ˈdɛdlaɪn/ noun the time by which copy must be submitted.

dead spot /ˈdɛd ˈspɒt/ noun a place where radio reception is poor, even though it is within the normal range of the transmitter.

Dead White European Male /ˈded wɜːt, ˈjoʊrəpən ˈmɛl/ noun a man such as a writer or philosopher, who is conventionally regarded as important, but whose significance may have been exaggerated simply because he came from Europe or North America.

dead zone /ˈdɛd ˈzoʊn/ noun an area where mobile phone networks do not operate.

‘Rural England hasn’t quite caught up with the technological revolution. Vast tracts have no access to broadband Internet, are in mobile phone dead zones and receive few, if any, digital radio stations.’

[Rory Clements, *The Mail on Sunday*]

dealer aids /ˈdiːlər iz/ plural noun types of advertising material used by shops to stimulate sales.

dealer tie-in /ˈdiːlər ˈtai, ˈmæn/ noun advertising that advertises the names of local dealers that stock the product.

dearth knock /ˈdedər ˈnæk/ noun the practice of breaking the news of somebody’s death to the public through news coverage.

death metal /ˈdedəl ˈmeɪtəl/ noun a type of heavy metal music characterised by brutality and speed, growling vocals and horror film iconography.

decentralised system /ˌdɛsəntɛləˈzd ˈsɪstəm/ noun a system where responsibility for marketing, advertising and promotion lies with a product manager rather than a centralised department.

decipher /dɪˈsaɪfər/ verb to succeed in establishing what a word or piece of writing says when it is difficult or almost impossible to read.

decisive moment /ˈdezɪvə ˈməʊnt/ noun the exact moment when a photographer presses the shutter release button and captures a shot.
deck /dek/ noun a part of a newspaper headline that summarises the story
decks /dəks/ noun same as turntables
decode /dikˈəʊd/ verb to receive an encoded signal and understand (or appear to understand) the message it is carrying
decoder /dikˈəʊdər/ noun 1. a device for unscrambling satellite signals using a decoder card, obtained by paying a subscription 2. same as receiver

decoding /dikˈəʊdɪŋ/ noun the process of interpreting the meanings in a text or other media product
decomposition /dɪkˈɒnˈstrʌkʃ(ə)n/ noun the act of analysing a media text to find its component signifiers and how they affect the meaning of one other
décor /ˈdɛkər/ noun the scenery of a stage
dedicate /ˈdɛdiːkət/ verb to play a piece of music on the radio as a greeting or tribute to someone
dedication /dɪdəˈkeɪʃ(ə)n/ noun a piece of music that is played or requested as a greeting or tribute, especially on the radio
dedolights /ˈdɛdəloʊlɪts/ plural noun small, highly-directional set lights for filming, designed by German Dedo Weigert
deductive reasoning /dɪdətɪkvˈərɪŋ/ noun the use of an already-established principle to make a decision about what to do in an individual relevant situation. Compare inductive reasoning
deejays /ˈdɛdiːˌʒeɪz/ plural noun a disc jockey
deep-focus /ˈdɪp ˈfɔʊks/ noun a situation in which the depth of field in a camera shot is very large, meaning that everything in the scene is in focus
deep structure /dɪp ˈstræktʃər/ noun in linguistics, the idea that there is an underlying organisational structure to language, which is expressed through grammar and word order, forming surface structure

Deep Throat /dɪp θrəʊt/ noun 1. the anonymous informant to the press during the Watergate scandal, eventually revealed as W. Mark Felt, the second most important official with the FBI at the time. 2. any anonymous informant on a major scandal

‘Sir Christopher says that Jack Straw, the foreign secretary, blocked the book personally and that it will not be published ‘until another foreign secretary occupies that chair’. ‘Deep throats inside the Foreign Office tell me so,’ he adds.’ [Julian Glover and Ewen MacAskill, The Guardian]
defamation /dɪfəˈmeɪʃ(ə)n/ noun a statement made about a person which is untrue and is harmful to their reputation in some way. ñ libel, slander
defamiliarisation /dɪfəˈmɪlərəˈzeɪʃ(ə)n/ noun same as estrangement defensive communication /dɪfɛnsɪv ˈkəʊnmjuːnikəʃ(ə)n/ noun communication in which the recipient deliberately misreads or rejects the intended message because of its dissonance with their own values, beliefs etc.
definition /ˈdefɪnɪʃ(ə)n/ noun the degree of clarity an image in a photograph or on a screen has
defocus /dɪfəʊkss/ verb to soften or blur an image by deliberately allowing it to go out of focus ■ noun the condition of being defocused, for example the blurring of a photographic image
defog /dɪfəʊg/ verb to clear a lens of condensation, especially by allowing it to warm up, or to lose condensation in this way
del abbreviation COMPUTING, PRINTING
delete DEL /dɛl/ noun a telephone line. Full form direct exchange line
delay line /ˈdelə lən/ noun a device that delays the transmission of an electronic signal by a given interval
delay system /dɪlə ˈsɪstəm/ noun a device that delays transmission of something being broadcast live by a few seconds so that, for example, any profanities can be bleeped out
dele /dɛl/ verb to mark part of a printed text for deletion ■ noun a mark in the margin of a printed page indicating that something has been highlighted should be deleted
deflegitimation /dɪfɛlɪdʒɪtəˈmeɪʃ(ə)n/ noun the process by which certain values, ideas and beliefs etc. are rejected and deemed to be almost or totally unacceptable by the society in which they are found. Compare legitimation
delete /dɛlɪt/ verb to remove something printed or written from the
surrounding text, or to mark it for removal. Abbreviation del
deliberative listening /daˌlibərətɪv ˈlɪstɪŋ/ noun the act of listening with the sole intention of deciphering the message being sent. Compare active listening
delineate /ˈdɛliˌneɪt/ verb to sketch or draw the outline of something
delivery system /ˈdelɪvərɪ sɪstəm/ noun the combination of hardware and software required to play a particular multimedia title
Delta /ˈdɛltə/ noun an internationally recognised code word for the letter D, used in radio communications
dematerialisation /ˌdɛməˈtɪəralɪzəʃən/ noun a process in conceptual art in which the thing represented (the object) becomes less important and more detached from the way it is represented
demo /ˈdɛməʊ/ noun a demonstration recording of music produced for audition or promotional purposes
democracy /ˌdɛməkrəˈsi/ noun a system of government based on the principle of majority decision-making, representing the rights of each and every citizen in a society. Compare autocracy
demodulate /ˈdɛmədʒuˌleɪt/ verb to decode an analogue signal into digital data
demographic analysis /ˌdɛməɡraˈfɪk əˈnæləsɪs/ noun the research and interpretation of data according to demographic principles
demographics /ˌdɛməˌɡraʊfɪks/ plural noun the practice of grouping people according to their social characteristics, for example gender, age, social class, wealth, occupation etc.
demonisation /ˌdɛmənəˈzɪfɪʃən/ noun the act by the media of undermining a public figure such as a politician who is speaking out on issues which are considered dangerous or unacceptable, usually by attacking them on a personal level
‘He is the Republican paymaster, one of the authors of the K Street Project and the driving force behind a vicious, organised demonisation and attempted marginalisation of Democrats...’ [Will Hutton, The Observer]
demonstration effect /ˈdɛmən ˈstreʃən ɪˌfekt/ noun the theory that people buy products to impress or stay on the same level as their neighbours
demy /ˈdemɪ/ adjective referring to printing paper that is 444.5 mm/17.5 in by 571.5 mm/22.5 in or writing paper that is 393.7 mm/15.5 in by 508 mm/20 in
denotation /ˌdɛnəˈteɪʃən/ noun the literal meaning of a word, image or phrase etc., as opposed to the meanings which are merely suggested or implied. Compare connotation
departmental system /ˌdɪpərˈmɛntəl ˌsɪstəm/ noun a way of organising an advertising agency into departments such as creative, media, administration etc.
dependency theory /ˌdɛpendənsi ˌθɪəri/ noun the idea that audiences are dependent upon the mass media to feed them ideas, interpretations and values
depth interview /ˈdepθ ˌɪntəvju/ noun an interview with no preset questions and following no fixed pattern, but which can last a long time and allows the respondent time to express personal views and tastes
depth of field /ˈdepθ əv ˈfiːld/ noun the distance in front of a camera within which subjects are shown in focus, which can be adjusted by changing the lens aperture
depth of focus /ˈdepθ əv ˈfoʊkəs/ noun the distance that a camera lens can be moved closer to or further from the film, without the image being focused on becoming unclear
deregulation /ˌdɪrɪˈgjuˌleɪʃən/ noun the relaxation of government restrictions on what the media can and cannot report
desaturated colour /ˌdɛzəˈfərtɪd ˌkʌlər/ noun colour that is watery and less vivid than is usual. Compare saturated colour
descender /ˈdɛsəndər/ noun the lower part of a lowercase letter that extends below its upper half, for example on a y or p
desensitisation /ˌdɪsɛnˈsɪtɪzəʃən/ noun the theory that repeated exposure to something shocking such as violence will lead an audience to be less affected by it.
dematerialisation /ˌdɛməˈtɪəralɪzəʃən/ noun a process in conceptual art in which the thing represented (the object) becomes less important and more detached from the way it is represented
demonisation /ˌdɛmənəˈzɪfɪʃən/ noun the act by the media of undermining a public figure such as a politician who is speaking out on issues which are considered dangerous or unacceptable, usually by attacking them on a personal level
protest
violence will lead an audience to be less affected by it.
compassion fatigue
Yet, no matter how well-intentioned, the frequent broadcasting of the brutal images of war may bring about a
**DESEXUALISE**

progressive desensitisation and brutalisation of those viewing them. [John Peacock, The Independent]  
**DESEXUALISE** ([de''sɛksju'zælɪz]) verb US to remove sexist features from something

**DESIGN AUDIT** ([dɪ'zaɪn, ʊdɪt]) noun the process of checking and evaluating design, especially in advertising materials or on a website

**DESIGN DEPARTMENT** ([dɪ'zaɪn dɪ'pa:təmənt]) noun the department in a large company that designs the company’s products or its advertising

**DESIGN FACTOR** ([dɪ'zaɪn ɪ'fæktə]) noun the margin of possible error in a survey, caused by not having used a 100% random sample of the population

**DESIGN GRID** ([dɪ'zaɪn grid]) noun the basic form used for designing the page layout of a magazine

**DESIRE** ([dɪ'zaɪs]) noun in psychoanalysis, a conscious or unconscious longing for something or somebody

**DESK** ([desk]) noun a control panel in a radio broadcasting studio where different audio feeds can be mixed for transmission

**DESK EDITOR** ([desk, ɛdɪtə]) noun a person whose job is to prepare text for publishing

**DESKMAN** ([deskman]) noun a man who works at a desk and edits news copy

**DESKPERSON** ([desk'prɪsən]) noun a worker at a desk, especially one who edits copy for a newspaper

**DESK RESEARCH** ([desk rɪsətʃ]) noun the process of looking for information which is in printed sources such as directories

**DESKS** ([desks]) noun departments within a newspaper, for example the sports desk, the City desk

**DESKTOP** ([desk'tɒp]) noun the way that a computer screen has been designed to simulate the traditional desk layout, with tools for writing, drawing, making calculations etc.

**DESKTOP MEDIA** ([desk'tɒp 'miədiə]) plural noun a combination of presentation graphics, desktop publishing and multimedia

**DESKTOP PUBLISHING** ([desk'tɒp 'pʌbhɪŋ]) noun the use of a personal computer and specialist software to lay out and produce typeset-quality documents for printing

**DESPATCH RIDER** ([dɪ'spætʃ ɪ, ræda]) noun a reporter who is sent off on a motorbike to the scene when a piece of news breaks, to capture the first pictures. Abbreviation DR

**DETECTION** ([dɪ'teıkʃən]) noun the act or process of extracting information, especially audio or video signals, from an electromagnetic wave

**DETECTOR** ([dɪ'tektər]) noun a piece of equipment which extracts information such as audio or video signals from an electromagnetic wave

**DETERMINATION** ([dɪ,tə'mɪnəʃən]) noun a Marxist theory that the economy determines or shapes the society’s ‘super-structure’

**DETERMINER DELETION** ([dɪ'təmɪnər dɪ'liʃən]) noun the journalistic practice of omitting a determiner (‘a’ or ‘the’) when mentioning a person, instead using their defining, news-worthy characteristic to ‘label’ them ○ ‘LOVE cheat Jude Law has desperately been pulling out all the stops to salvage his rocky romance with blonde beauty Sienna Miller.’ (Suzanne Kerins, Sunday Mirror, 14 August 2005)

**DEVELOP** ([dɪ'veləp]) verb to use chemical treatments to produce visible images from photographic film that has previously been exposed to light

**DEVELOPER** ([dɪ'veləpə]) noun 1. a person who works in an industry such as software production, creating new and innovative products and making more advanced technology available to users 2. a chemical solution used to treat photographic film and produce visible images. Also called developing agent

**DEVELOPING AGENT** ([dɪ'veləpɪŋ ədɪ'vɜːnt]) noun PHOTOGRAPHY same as developer

**DEVELOPMENT MEDIA** ([dɪ'veləpment 'miədiə]) noun media companies that are concerned with aid programmes

‘National development is a matter for the media in its entirety. Development media ought to include economic programmes, interviews, and cultural and social information directed by the official authorities to the society.’ [BBC Monitoring International Reports]

**DEVIANCE** ([dɪ'veɪəns]) noun social behaviour which is considered to be unacceptable within a particular society
deviancy amplification spiral /ˌdɪvɪənsi ˌʌmplɪˈfɪkən s ˈspɛərl/ noun a situation in which coverage of a deviant event in the media makes it appear more common and more of a social problem than is actually the case, causing more attention to be paid to it and more people to engage in the behaviour
device control /dɪˈvaɪs kənˈtrɔul/ noun a tool that allows another device to be controlled remotely, such as a video editing package from which it is possible to control the recording camera
devil /ˈdɛvl/ noun a person’s apprentice
DG abbreviation broadcast director-general
diachronic /ˌdaɪəˈkrɒnɪk/ adjective referring to the study of something as it has changed through history. Compare synchronic
diachronic linguistics /ˌdaɪəkrɒnɪk lɪˈŋwɪstɪk/ the study of language focusing on the changes that have taken place over its history. Compare synchronic linguistics
diagonal /ˌdaɪəˈɡæn(ə)l/ noun printing same as slash
diagram /ˈdaɪəɡræm/ verb to show or demonstrate something by making a diagram of it • noun a chart, graph or simplified drawing that illustrates or explains a point or argument
dial /ˈdaɪəl/ noun 1. a round control disc that is turned with the fingers to adjust a piece of electrical or mechanical equipment such as a radio 2. a panel on a radio with a movable pointer that shows the frequency and waveband of the station it is tuned to • verb to tune to a radio or television station or programme using a dial
dialect /ˈdaɪəlekt/ noun a regional form of a language, usually involving small variations in vocabulary, grammar and pronunciation to those of other regions
dialectical montage /ˌdaɪəlektˈkl(ə)l ˈmontɪdʒ/ noun a sequence which juxtaposes different scenes to highlight the struggle described in the theory of dialectics
dialectics /ˌdaɪəlektɪks/ noun in Marxist theory, the idea that change comes about through the constant struggle of opposing ideas, producing eventual synthesis
-dialogics /ˌdaɪəˈlɒɡɪks/ plural noun in theories of structuralism and discourse, a model in which verbal utterances in a dialogue is seen as being both opinionated and ideological, caught and implicated in a power struggle
dialogist /ˌdaɪəˈlɑːɡɪst/ noun a person who writes dialogue for films, television or radio
dialogue /ˌdaɪəˈlɑːɡ/ noun a conversation that takes place between characters in fiction, such as in a film or play
dialogue coach /ˌdaɪəˈlɑːɡ kəʊʃ/ noun the member of a film or television production team who is responsible for helping the actors to master accents and dialects for a role
dial-up access /ˌdaɪə ʌp ˈeɪkses/ noun a connection to the Internet that is not permanent but requires a modem or ISDN adapter to dial a telephone access number to connect to the Internet, as in making a normal telephone call. Compare broadband access
diaphragm /ˌdaɪəˈfræm/ noun 1. a curved muscular membrane separates the abdomen from the area around the lungs and is used in singing to control the breathing 2. a disc with an opening to control the amount of light that is allowed to enter a camera or other optical instrument
diary column /ˈdaɪəri kənˈləm/ noun a column written by a journalist about their life and including pieces of gossip that people have told them
diary method /ˈdaɪəri ˈmethəd/ noun a market research method in which respondents keep a regular written account of the advertising they have noticed, purchases they have made and products they have used
-diary piece /ˈdaɪəri pɪs/ noun an article which has been scheduled to be covered, for example an event which has happened and needs to be written up, or a follow-up to a previous article. Compare off-diary piece
diaspora /dɪˈæspərə/ noun the dispersal of communities that once lived together in a single location, for example because of war, persecution or natural disaster
diazo /ˌdaɪəˈzoʊə/ noun a photograph or photocopy made using the diazo type process. Also called dyeline
diazotype /daɪəˈzɒtəpaɪ/ noun a re reproductive printing or photographic process that makes use of the way diazo compounds, formed from nitrogen, decompose when exposed to ultraviolet light.

dicroic filter /daɪˈkrɔɪık ‘fɪltər/ noun a glass filter placed over a light that only allows light of a certain colour to pass through.

Dictaphone /dɪkˈtɑːfən/ a trade name for a small tape recorder used for dictating letters or documents which can then be typed by someone playing the recording back.

diegetic sound /dɪəˈdʒɛtɪk ‘sɔund/ noun sound from a recognisable source in a piece of film, for example dialogue from a character. Compare non-diegetic sound.

diesis /ˈdaɪəsɪs/ noun PRINTING same as double dagger.

différence /ˌdɪfərəns/ noun the view of the concept of difference with the consideration that terms and meanings are constantly shifting, and therefore affecting and reconstructing each other.

difference /ˈdɪfərəns/ noun the idea that meaning can be defined by what it does not represent. So the verb ‘to drink’ can be defined using the differences between it and the verb ‘to eat’, or between it and any other verb or noun.

differend /ˈdɪfərənd/ noun the idea that conflicts between cultural forms can not always be resolved, because of insurmountable differences between the two.

differential pricing /ˌdɪfərənl ˈprɑːsing/ noun the practice of adjusting the pricing of products according to how much each market can afford to pay for it.

Companies like Priceline and E-Bay and major hotels and airlines are already… offering the same product at different prices to different customers. While differential pricing had been prevalent in the traditional economy also, the degree of differentiation was not so acute and also not so personalized.’ [Dipayan Biswas, Journal of Business Research]

diffuse /drˈfjuːʒ/ verb to make something, especially light, less bright or intense, or become less bright or intense.

diffuser /drˈfjuːʒər/ noun tracing paper or some other transparent material, fixed over a light to make it less bright and harsh.

diffusion /drˈfjuːʒən/ noun the channels through which the idea of an innovation reaches all members of a social community.

dig/dɪɡ/ verb to do deep research for a journalistic piece.

digerati /ˌdɪdʒəˈræti/ plural noun people with expertise or professional involvement in computers, the Internet or the World Wide Web.

‘…plonk the digital camera into its ‘dock’, and then plug in the A/V cables that came with the camera. Stick those into the back of the TV, and voila, instant photo slideshow. The real digerati will go one better, and load their photos onto an iPod Photo or other digital media player.’ [Charles Arthur, The Independent]

digest /ˈdaɪdʒest/ noun a compilation of articles or stories, originally from different sources, edited and brought together in a magazine, book or broadcast.

digibeta /ˈdɪdʒɪbɛtə/ noun a type of videotape format.

digicam /ˈdɪdʒɪkæm/ noun PHOTOGRAPHY, COMPUTING same as digital camera.

digilink /ˈdɪdʒɪlɪŋk/ noun a camera that transmits a digital signal to a nearby receiver.

digital /ˈdɪdʒɪtal/ adjective referring to a form of transmission in which a signal is sent in small, separate packages.

Compare analogue.

Digital Audio Broadcasting /ˈdɪdʒɪt(ə)l/ˌdʒɪdʒɪˈbrəʊzdɪˈkeɪstɪŋ/ noun the process of broadcasting using digital recordings which give clearer sound than analogue recordings. Abbreviation DAB.

digital audio tape /ˈdɪdʒɪt(ə)l ˈtiːp/ noun a magnetic tape used in the digital recording of music. Abbreviation DAT.

digital camera /ˈdɪdʒɪt(ə)l ˈkæməra/ noun a camera that takes pictures that are stored in digital form and so can be viewed, manipulated and printed using a computer. Also called digicam.

digital colour proof /ˈdɪdʒɪt(ə)l kəˈpル/ noun a colour proof taken from
digital files prior to film output at high or low resolution

digital compact cassette


digital compact disc


digital divide


digital imaging


digitally assisted television


digitally originated graphic


digital radio


digital recording


digital retouching


digital television


digital transmission area


digital terrestrial broadcasting


digital video


digital video camera


digital video camera


digital video effects


digital video recorder


digital zoom


digitisation


digitisation
...digitisation of content – which has made it very easy for internet pirates to steal, copy and share movies via cyberspace – has put pressure on movie studios to make changes to the way they distribute movies.' [Scott Morrison, The Financial Times]

digitise /ˈdɪɡɪtɪsaɪz/ verb 1. to convert analogue signals to digital, for example so that they can be edited using digital equipment
2. to put data into a digital form so that it can be stored, accessed and reproduced more effectively
digitising /ˈdɪɡɪtɪsaɪzɪŋ/ noun the process of burning the rushes of a film onto the hard disk of a computer, ready for editing
digitzine /ˈdɪɡɪtɪzn/ noun a magazine that can be accessed by computer, either on the Internet or on a CD-ROM
dimmer /ˈdɪmər/ noun a device that allows you to make a light brighter or dimmer
DIN /ˈdɪn/ noun a system of numbers used to indicate the speed of a photographic film

dingbat /ˈdɪŋbæt/ noun PRINTING a typographical symbol or character other than a letter or numeral, for example a star or pointing hand
DIN number /ˈdɪn ˈnʌmbər/ noun a number that indicates the speed of a photographic film
diorama /ˈdɪərəmə/ noun a scene that appears to be three-dimensional, for example one that is painted on layers of translucent material which the viewer looks at through a small hole
dip into /ˈdɪp ˈɪnto/ verb to browse through a text such as a book or magazine rather than read it all
Diploma in Journalism /ˌdɪpləˈməʊnɪə/ noun a proposed form of tertiary education that aims to get a quick response
direct-action advertising /ˈdɜːrkt ˈɛdvəstəˈtæzɪŋ/ noun advertising that gives potential customers information on where to find products or services, for example a directory

direct broadcast by satellite /ˈdɜːrkt,ˈrɛkt ˈbrɛksdəˈkɑrstət/ noun broadcasting in which the television signal is sent directly from the satellite to individual receiver dishes. Abbreviation DBS
direct cinema /ˈdɜːrkt ˈsɪnəmə/ noun the process of entering journalism through a training course run by the publication offering the job

direct exchange line /ˈdɜːrkt ɪɡˈkɛs/ noun a proposed form of communication that gives customers information on where to find products or services, for example a directory

direct democracy /ˈdɜːrkt ˈdeməkrəsi/ noun a proposed form of democratic government in which all citizens have direct input into the legislative process

direct entry /ˈdɜːrkt ˈentri/ noun the process by which copy can be transferred directly from the reporter’s computer to the computer on which typesetting is done

directional /ˈdɜːrktʃənəl/ adjective able to transmit or receive sound waves, nuclear particles, light or radio waves more efficiently if they travel in a particular direction

directional antenna /ˈdɜːrktʃənəl ˈæntənə/ noun an antenna which sends and receives signals more effectively in one particular direction. Compare omni-
directional antenna

directional medium /ˈdɜːrktʃənəl ˈmɪdɪəm/ noun an advertising medium that gives potential customers information on where to find products or services, for example a directory

directional microphone /ˈdɜːrktʃənəl ˈmɪkroʊfaɪə/ noun a microphone which picks up audio signals only from a particular direction or within a narrow range, cutting out extraneous sound

direct-mail advertising /ˈdɜːrkt,ˈrɛkt ˈmeɪl ˌɛdvəstəˈtæzɪŋ/ noun the practice of advertising by sending leaflets to people through the post

direct marketing /ˈdɜːrkt ˈmɑrkɪtɪŋ/ noun methods of marketing that bypass retailers, such as mail order,
direct-mail advertising, telephone sales, Internet shopping etc.

direct-marketing media /dɪərktˈmerkɪtɪŋ/ plural noun media that are used for direct marketing, for example direct mail, telemarketing, and television

director /ˈdɪərktər/ noun 1. the member of a film production team who is responsible for directing the actors, the camera crew and other staff 2. the member of a television production team who is responsible for deciding which shots will be used

director-general /ˈdɪərktərˌdʒɛnərl/ noun the chief of a governmental agency or other organisation which is headed by several directors. Abbreviation DG

directorial /ˈdɪərktərɪəl/ adjective relating to, belonging to, or suitable for a director

director's chair /ˈdɪərktərə tʃeə/ noun the chair used by the director on a film set

director's cut /ˈdɪərktərə kʌt/ noun a version of a film that its director has complete artistic control over, often not the version that is released commercially

direct response advertising /dɪərkt riˈspɔns əˈdɛvərətɪzɪŋ/ noun the practice of advertising in such a way as to get customers to send in inquiries or orders directly by mail

direct response television /dɪərkt riˈspɔns əˈtɛlɪvətɪzɪŋ/ noun advertising which seeks an immediate response from the audience, such as calling an on-screen number. Abbreviation DRTV

disaster movie /ˈdɪzəstər ˌmɔvɪ/ noun a genre of film in which the plot centres on a natural disaster such as an earthquake, or a human-made crisis such as a train crash or the collapse of a building etc.

disavowal /dɪzəˈvɔːrəl/ noun the ability of a person to both admit to and deny their own desires, a concept of particular interest in feminist study of sexuality

disc camera /dɪsk ˈkæmərə/ noun a camera that uses film on a disc rather than on a roll or a cartridge

disc jockey /ˈdɪsk ˌdʒɔki/ noun MUSIC, RADIO full form of DJ

disclosure of information /dɪsˈklɔzər əˈmaɪn/ noun the act of or process of passing on information that was intended to be kept secret or private to someone else

1. a place such as a club, or an event such as a party, where people dance to recorded pop music, often introduced by a DJ. Full form discotheque 2. a style of up-tempo pop music originating in the early 1970s for dancing. It developed from soul music, in response to the growing popularity of discos. 3. the equipment used to play recordings for people to dance to at a disco, usually comprising amplifiers, speakers, and a record, tape or CD deck, often with lighting equipment

disco /dɪskəʊ/ noun

discography /dɪskəˈɡræfɪ/ noun the full list of the recordings of a particular type, for example by one performer or group, or of a particular category of music

disconfirmation /dɪsˌkɔfəˈmeɪʃən/ noun an expression of disagreement from somebody which challenges already-held opinions, values, beliefs etc. Compare confirmation

discotheque /dɪskəˌθek/ noun MUSIC, DANCE full form of disco

discourse /dɪskəs/ noun the form of language used in a given situation, including such things as choice of appropriate vocabulary, tone, grammar, level of formality etc.

discourse analysis /dɪskəˈsərəs/ noun the analysis of a media text such as a news bulletin, focusing on the discourse used in its presentation

discretionary income /dɪskrɪˈtʃənəri/ nomenclature of income left after fixed payments have been made and the spending of which is therefore subject to advertising influence

discursive contestation /dɪskəˈkɒntəʃən/ noun the potential for the audience of a news broadcast to challenge or disagree with its presentation

discursive gap /dɪskəˈgæp/ noun the distinction between formal, written language used in a text such as a news article, and the less formal, more personal internal language of the reader. The popular press try to mimic this language in a way which engages the reader more.
display ads /ds'pleı ɛdʒz/ plural noun large advertisements, usually containing illustrations, appearing in a newspaper. Compare classified ads

display advertising /dr'spleı ɛdʒvɔtætʃzn/ noun advertising that has individual features such as photographs, its own box border, or the company logo in addition to text

display colour /ds'spleı ˈkʌlə/ noun the colour of characters in a videotext display system

display memory /ds'spleı ˈmem(ə)ri/ noun memory on a graphics card or held separately from the main processing memory in a computer, which is used to store image display information

dispositional attribution /dɪsˈpɒzɪʃənl əˈtrɪbjuʃ(ɔ)n/ noun the tendency to analyse a person’s actions in light of their personality traits, rather than the situation that they are in. Compare situational attribution

disqualifying communication /ˌdɪskwɔlɪˈfɪk ˌkəmˌneʃən/ noun a type of defensive communication in which the recipient steers the subject to a less challenging one or avoids facing the issue head-on in some other way

disseminate /dɪˈsɪmɪneɪt/ verb to distribute or spread something, especially information, widely, or become widespread

dissemination /dɪˈsɪmɪneɪʃ(ə)n/ noun the distribution of something throughout an area or medium

dissensus /dɪˈsɛnsəs/ noun a situation in which two or more people fail to agree on values, norms, ideas, beliefs, etc. Compare consensus

dissolve /dɪˈsɔlv/ verb same as cross fade

dissonance /dɪˈsɒnəns/ noun conflict between the ideas, values, beliefs, etc. that a person already holds and those directed at them in some form of communication, the effect being that of some discomfort

dissonance/attrition model /ˌdɪsənəns ˌætriˈbjuʃ(ə)n ˈmɒdl/ noun a response model which follows the opposite sequence from normal: consumers first act in a specific way, then develop feelings as a result of their behav-

displacement /dɪsˈpleısmənt/ noun one of the two main mechanisms by which dreams express the subconscious, by using other signs to represent a fear which we feel unable to face head-on. Compare condensation

displacement effect /dɪsˈpleısmənt ɪˌfekt/ noun the way in which new media, such as the World Wide Web, have pushed other older media such as television and books into a different, smaller role

dispatch /dɪˈspæktʃ/ noun 1. a news item or report sent by a news correspondent or agency 2. an official message or report, especially from a diplomat or an officer in the armed forces
1. edges of the image. produces extreme distortion around the
ineffectively. For example, a fisheye lens
or twisted by a lens which bends the light
ucts and services.
into cosmetics, soft drinks, personal
phone provider, book publishing and then
into a record label, radio empire, mobile
started as a music distributor, expanded
lated products. For example, Virgin
of quality. Abbreviation
destinations on different lines without loss
video or audio, and splits it to multiple
equipment which takes one feed, either
delivery of goods to retailers, such as
inaccurately to the extent that it becomes
thing such as a radio or television signal
a type of prime lens
diversification
of labour noun the process of dividing work
into specific sections to be completed by
experts in that field, traditional in the media
DJ /ˈdjɪdʒɪʃəl/ noun 1. a person who plays
recordings of music, for example at a
dance or on the radio 2. a person who uses
various electronic techniques to manipu-
late samples of recorded music, often to
the point where a new composition has
been created. Full form disc jockey
D-notice /ˈdiːnɑːtʃɪs/ noun an official
communication from the UK government,
advising newspapers that they should not
publish specific information for security
reasons
doco /ˈdɒkəʊ/ noun TV same as docu-
mentary
Doctrine of Misappropriation
/ˌdɒktrɪn əv ˌmɪspəˈproʊprɪʃən/ noun a principle introduced by a 1918
Supreme Court judgment that news gath-
ered by a press agency be considered
intellectual property and protected from
exploitation by rivals. © International News Service
docudrama /ˈdɒkjʊˈdrəʊmə/ noun a
film or television drama that is based on
true events
document /ˈdɒkjuˈmənt/ noun a paper,
especially an official paper, with written
information on it
documentary /ˈdɒkjʊˈmɛntəri/ noun a television programme or film that
depicts facts and real-world events. Also
called doco
document reader /ˈdɒkjʊˈrɪdə/ a device that converts written or
typed information to a form that a
computer can understand and process
docusoap /ˈdɒkjʊˈseɪp/ noun a serial
that follows the lives of real people, for
example in a place of work or a family
home, creating a ‘real-life’ soap opera
doctainment /ˈdɒkjʊtɛɪnmənt/ noun TV same as infotainment
dodge /ˈdɒdʒ/ verb to manipulate a
photographic print during exposure to
allow more or less light to reach particular
parts of it
someone by waiting for them outside their house or place of work until they come out. Obtaining a photograph of, or interview with, an unwilling source for a story is achieved by waiting outside a celebrity’s home or workplace. An interview achieved by waiting outside a celebrity’s house or place of work until they come out. The practice of putting pressure on an unwilling source for a story by standing outside their house or place of work to ask them questions as they walk by.

The practice of putting pressure on an unwilling source for a story by standing outside their house or place of work to ask them questions as they walk by. A type of harmonised singing in a rhythm-and-blues style, which became popular in the US in the late 1950s.

A research laboratory that conducts its business on the Internet or that provides Internet services. The unsustainable situation that was the result of multiple dot-com businesses becoming successful in the late 1990s, leading to many more being started up and also enjoying success, but later failing. A phrase to describe how the dot-com bubble eventually burst, as starting businesses invested far more capital than they could make back and were forced to retreat.

Lastminute, which survived the dot-com crash that claimed expensive UK start-ups such as Boo.com and Letsbuyit.com, saw its shares surge…’ [Nic Hopkins, The Times]

A person who owns or works for a dot-com company. A mobile apparatus for mounting a camera, allowing it to be easily moved. A tracking shot using a dolly rather than a guiding rail. A short arm on which a camera is mounted. The Internet address of a computer or network. More powerful than the others in its field. A form of discourse which is most socially accepted and has precedence over others. One of three supposed responses to receiving a message, a dominant response involves whole-hearted acceptance of whatever messages, values, ideas etc. are being received. A substitute for substitute for substitute. A cinema or television programme that shows two feature films consecutively. A sign (‡) that is used in printed texts to indicate a reference, especially to a footnote. Also called double-decker. Two advertising panels, one on top of the other. The exposure of two images onto a single piece of film, so that they appear as though they have been photographed at a single time.
double-header /ˈdʌb(ə)l ˈhɛda/ noun a radio programme with two presenters
double obelisk /ˈdʌb(ə)l ˈɒbəlɪsk/ noun PRINTING same as double dagger
double opt-in /ˈdʌb(ə)l ˈɒpt, ɪn/ noun a method by which users who want to receive information or services from a website can register themselves as subscribers
double-page spread /ˈdʌb(ə)l ˈspred/ noun a feature or article that runs across the middle folding page of a newspaper or magazine. Also called double spread
double quote /ˈdʌb(ə)l ˈkwaʊt/ noun a quotation mark that consists of two marks ("), not one
double-space /ˈdʌb(ə)l ˈspɛrs/ verb to arrange printed text with one blank line between each typed or printed line
double-spilling /ˈdʌb(ə)l ˈspɪŋ/ noun the practice of running an advertising spot twice
double spread /ˈdʌb(ə)l ˈspred/ noun PUBLISHING same as double-page spread
doublelet /ˈdʌblət/ noun a letter, word or line that is printed a second time in error. Also called double
doughnut /ˈdaʊnət/ noun a sweet food consisting of a ring-shaped cake

downbeat /ˈdaʊnbɛt/ noun electronic music that is for listening to instead of dancing to
downlink /ˈdaʊnlnk/ noun the transmission of data from a satellite down to receivers within its footprint. Compare uplink
download /ˈdaʊnˈləʊd/ verb to transfer data from the Internet to a computer, or from one computer to another

downpage /ˈdaʊnpɛdʒ/ noun the lower half of a newspaper page. Stories are said to ‘appear downpage’.
downable /ˈdaʊntəbl/ noun all the subeditors of a newspaper other than the chief and deputy chief
downtempo /ˈdaʊntəmpou/ noun electronic music in a variety of styles that is usually for listening to instead of dancing to. Also called chillout
down-the-line /ˈdaʊntəˈlaɪn/ adjective referring to an interview conducted over the phone. Abbreviation DTL
downtime /ˈdaʊntaɪm/ noun a period of time that a communications network is not functioning, because of breakdown or maintenance
dpi /diːˈpiː/ noun a measure of the density of the image on a computer screen

DR abbreviation despatch rider
drabble /ˈdræb(ə)l/ noun a short piece of fiction, often fan fiction, usually 100 words in length. Also called ficlet
drag /dreɪɡ/ noun the clothing of the opposite sex used as a costume for performances, most usually referred to glamorous and ostentatious female clothing worn by males
drag king /ˈdræŋ kɪŋ/ noun a woman who dresses in men’s clothes and attempts to appear ‘male’ with facial hair, a male body shape etc, especially as a performer
drag queen /ˈdræŋ kwaɪn/ noun a man who dresses in women’s clothes, especially a performer effecting exaggerated feminine mannerisms for comic effect
drama /ˈdraːmə/ noun 1. the genre of literary works written for performance on the stage, radio or television 2. a play written to be performed on the stage, television or radio 3. exciting, tense, and gripping events and actions, or an exciting, tense, and gripping quality, either in a work of art or in a real-life situation
drama documentary /ˈdraːmə ˌdɒkəməntəri/ noun a television or radio programme based on real events which are dramatised, or in which real events and characters are mingled with fictional ones
drama series /ˈdraːmə ˈseɪriəz/ noun a television or radio drama shown in several episodes, as a series
dramatic /ˈdræmətɪk/ adjective 1. involving exciting, tense or gripping events and actions 2. referring to a medium that involves movement and
dramatic irony 74

performance such as dance. Compare static
dramatic irony /ˈdræmətɪk ɪˈraʊni/ noun an effect created in a dramatic performance by the difference between what a character is seen to understand about their situation and what the audience knows to actually be the case, having been party to extra information

dramatisation /ˌdræmətəˈzeɪʃən/ noun 1. an adaptation of a work of fiction or a presentation of a real event that is intended for performance on the stage, television or radio 2. the act, art, or process of turning a literary work or a real event into a drama for performance on the stage, television, or radio
dramatise /ˈdræmatɪz/ verb to present a real event as a dramatic presentation for the stage, television or radio
dramatist /ˈdræmatɪst/ noun somebody who writes drama for the stage, television or radio
drawing /ˈdrɔːɪŋ/ noun 1. the art, activity, or practice of making pictures using lines of pencil, crayon or pen, rather than colours 2. a picture of something made with lines, often with shading, but generally without colour
dream-work /ˈdriːm wɜːk/ noun the mechanisms by which unconscious thoughts are transformed into dreams, including condensation and displacement
DreamWorks SKG /ˈdrɛmwɜːks ˌes ˈkeɪ ˌɛrɪt/ noun a major film studio formed by Steven Spielberg and David Geffen along with Jeffery Katzenberg (former head of the Walt Disney Company) in 1997. It is best-known for its co-production and co-distribution deals with other studios such as Universal.
dress /dres/ noun the clothes that a person wears and the way in which they visually present themselves, an important factor in non-verbal communication
dresser /ˈdresə/ noun 1. a person from the wardrobe department who fits actors for their clothes 2. the member of a television, film or theatre production team who is responsible for helping the actors into and out of their costumes
dress rehearsal /ˈdres ˈrɛziəl/ noun 1. the final rehearsal of something such as a play, opera, or ballet in full costume and with lights, music, and effects, before it is given its first public performance 2. a full-scale practice before any important event
drip campaign /drɪp ˈkeɪmən/ noun a steady low-level stream of advertising for a product, to maintain awareness of the brand in general. Compare burst campaign

‘The Meat and Livestock Commission is taking a £10m gamble with its new umbrella campaign… The idea is to encourage all consumers to eat meat more often, with a drip campaign running for 35 weeks of the year.’ [Alex Benady, Marketing]
drive /draɪv/ verb ‘to drive the desk’ – to operate an editing or mixing desk
drive-time /ˈdraɪv taɪm/ noun a peak period in the late afternoon when there are lots of radio listeners in their cars on the way home
drop /drɒp/ noun a short branch line from a cable television trunk line, that feeds signals to an individual house or flat
drop cap /ˈdrɒp kæp/ noun a larger-size capital letter appearing at the start of an article or paragraph, which drops below the line on which it appears
drop out /ˈdrɒp əʊt/ noun a broadcasting situation in which a video feed is lost or distorted because of poor reception, faulty tape or a faulty playback machine
dropped call /ˈdrɒpt ˈkæl/ noun a call on a mobile phone which is terminated because of loss of signal

‘For the moment, a number of problems at 3 have meant that competitors have been able to dismiss its pricing challenge. Dropped calls, patchy customer service and bulky, unattractive handsets with low battery life are still putting off many customers.’ [Maija Pesola, The Financial Times]

DRTV abbreviation direct response television
drum and bass /ˈdrʌm ənd ˈbæs/ noun electronic music originating in the UK in the 1990s that is very fast, has reggae bass lines and complex percussion
dry hire /ˈdraɪ ˈhɪr/ noun the hire of equipment, facilities etc. without operators, so it must be self-staffed
on PC monitors to carry all the video
nary telephone line
much greater digital capacity than an ordi-

television and Internet access and has a
phone line that can be used for telephony,
layout of a newspaper page, showing
duplication
dupopoly
dwelling

dummy
dumbing-down
dumping
dumping-down

dry run /ˈdraɪ ˈrʌn/ noun a rehearsal which does not use any recording equip-
ment
DSL /dɪsˈɛl/ noun a high-speed tele-
phone line that can be used for telephony, television and Internet access and has a
much greater digital capacity than an ordi-
nary telephone line
D-SUB connector /ˈdiːesˈɛbə kærˈnikət/ noun a video connector commonly used on PC monitors to carry all the video
signals in one cable
DTA abbreviation digital transmission
area
DTL abbreviation down-the-line
DTV abbreviation BROADCAST digital
television
dual path /ˈdjʊəl pɑθ/ noun the ability to broadcast two separate feeds
from a single source, as for different chan-
nels
dub /dʌb/ verb to make a copy of some-
thing recorded, usually from one source to
another, for example from cassette to disc
dubbing /ˈdʌbɪŋ/ noun the work of
adding extra sound to film, such as music
and sound effects
dumbing-down /ˈdʌmɪŋ 'dɑːn/ noun the process of making popular media texts
such as newspapers less intellectually
challenging
dummy /ˈdʌmi/ noun a rough version of
the layout of a newspaper page, showing
placement of advertisements
dump bin /ˈdʌmp bɪn/ noun a basket or
tub situated in a shop in which products
can be prominently placed and brought to
customers’ attention
duodecimo /ˌdjuːəˈdɛkməʊ/ noun a
book size traditionally created by folding
one sheet of standard-sized printing paper
to make 12 leaves or 24 pages. Also called
twelvevemo
dupopoly /ˈdjuːpəˈpɒli/ noun a situation in which two organisations have control of
their field, as opposed to a monopoly, in
which only one has total control
duplicator /ˈdjuːpəˈlɪkətər/ noun a
machine or device that makes copies,
especially a machine for copying printed
matter
duration /ˈdjuːrəʃən/ noun 1. the
length of time of a broadcast item, to the
nearest second 2. the amount of time that
an advertising poster is visible to the
average passer-by
DV abbreviation digital video
DVC abbreviation digital video camera
DVC-Pro /ˈdɪvɪsi/ vi. ‘prəʊ/ a trade
name for a type of videotape format
DVD /ˈdɪd/ vi. ‘dɪd/ noun a CD on which
can be stored large amounts of data, most
usually a compressed .mpeg file of a
feature film. They have largely replaced
video cassettes as the most popular format
for watching (although not recording)
films at home, as they are less prone to
distortion and damage. Full form Digital
Versatile Disc
DVD-video /ˈdɪvdvi/ vi. ‘dɪvdvi/ noun a
standard that defines how full-length films
can be compressed and stored on a DVD
and played back on a dedicated player
attached to a television set or viewed on a
computer fitted with a DVD drive
DVE abbreviation 1. digital video edit
2. digital video effects
DVR abbreviation TV digital video
recorder
dyad /ˈdaɪəd/ noun a unit of two people
dyeline /ˈdaɪəliən/ noun PRINTING same
as diazo
dynamic microphone /ˈdaɪnəmɪk
ˈmærkəf ˈwɜːr/ noun a microphone that
uses electromagnetic principles to convert
audio signals to an electrical current
without using external power
dysequilibrium /ˌdaɪsɪkwɪˈlɪbrɪəm/ noun
the appearance of tensions within a
narrative. The end is usually reached by
resolving these tensions and achieving
equilibrum once more. Compare equilib-
rium
dystopia /ˌdɪstəˈpeɪə/ noun a represen-
tation of a society in which everything is
flawed and much has gone wrong, espe-
cially when intended as a condemnation
of modern society’s values. Examples of
dystopian works are 1984 (George
Orwell, 1949) and Brave New World
(Aldous Huxley, 1932). Compare utopia
Ealing comedy /ˈeːlɪŋ ˈkɒmədi/ noun one of the characteristically British comedy films that were made at Ealing Studios between 1945 and 1955
Ealing Studios /ˌeːlɪŋ ˈstjuːdɪəʊz/ noun the film studios in Ealing, West London, where the ‘Ealing comedies’ were made.
ear /ɪər/ noun a box in the top corner of the front page of a newspaper, used for advertising or a weather forecast.
earned rate /ˈɜːrnt/ noun 1. the actual rate for a printed advertising space after taking discounts into account 2. a discounted rate for advertising space earned by repeated or loyal custom by an advertiser.
earpiece /ˈɪəpɪs/ noun the part of a listening device such as headphones that is placed on the ear and converts signals into sound.
earth /ɜːθ/ verb to equip an electrical circuit or appliance with a connection to the ground so that current is carried safely away in the event of a fault.
earth hum /ɜːθ hʌm/ noun audio or visual interference caused by the equipment being inefficiently earthed.
easy listening /ɪzi ˈlaisɪŋ/ noun a style of popular music that usually incorporates simple melodies, sometimes with lyrics, simple harmonies nearly always orchestrated, and gentle rhythms, often suitable for dancing to.
e-blocker /ˈblɒkər/ noun an employer who uses special software to prevent employees from visiting particular websites while at work.
e-book /ˈbʊk/ noun a hand-held reading device for displaying electronic text such as a complete book, on a high-resolution screen. E-books can be updated either from a book shop or a website that sells digital texts.
e-business /ˈbɪznɪʃ/ noun 1. a company that operates through the Internet 2. the practice of conducting business using Internet technology.
ECCA abbreviation European Cable Communications Association.
echelon /ˈekʃəln/ noun a global computer surveillance system used by UK and US security services, which intercepts and analyses communications.
echo plate /ˈekəʊ plet/ noun an electromechanical device used in broadcasting or recording to create reverberation or echo effects.
ecology /ˈɛkəlɒdʒi/ noun in sociology, the study of the relationships between living organisms and their environments, especially in political arguments against capitalism and industrialisation.
e-commerce /ˌɛkəmərsi/ noun transactions that are carried out over the Internet, either between consumers and businesses or between businesses themselves.
economic determinism /ˌɪkənɒmɪk dɪˈtɜːrnɪzm/ noun the theory that economic inequalities can explain most social and cultural phenomena.
economies of scale /ˌɪkənəmɪz ɔvˈskɛl/ plural noun the savings that can be made per unit by producing larger quantities of a product, for example by reducing wastage.
e-consulting /ˌɛkənsəltʃɪŋ/ noun the business of providing services such as webpage design and marketing advice to companies doing business on the Internet.
écriture /ˌɛkrɪtwə/ noun in the theories of structuralism and discourse, 'writing' as a critical concept
création femminie /ˌɛkrɪtwəˌfɛmɪni/ noun writing seen as a feminist concept, in which the author uses female constructions of identity to analyse and challenge symbolic representation
ECS abbreviation TELECOMS European Communications Satellite
e-democracy /ɪˈdiːməkərəsi/ eDemocracy noun the use of Internet technology to freely distribute information on politics and hold discussions, think tanks, polls, mock elections etc
edge numbers /ɛdʒ ˈæmboʊz/ plural noun the numbers that appear beside each frame on a piece of film, helping to identify shots
edit /ˈɛdɪt/ verb 1. to alter text to make it clearer or more concise, or simply to make it shorter 2. to be in overall charge of the publication of a newspaper, magazine or broadcast 3. to trim an audio recording down to make it ready for transmission, for example to make it more concise or flow better
edit caravelle /ˈɛdɪt ˌkærəvel/ noun a van on an outside broadcast containing an entire editing suite for on-the-spot editing
editing decision list /ˈɛdɪtɪŋ dɪˈʃən ˈlɪst/ noun 1. a list of all the shots, audio pieces etc. available to edit together for a filmed sequence 2. a list of instructions to a computer, telling it which frames (by edge number) should begin and end a particular shot, so that it can automatically create an edited sequence
EDL abbreviation editing decision list
EDTV /ˈɛdiːtiːvi/ noun an enhancement to the NTSC standard for television transmission that offers higher definition and a wider aspect ratio. EDTV normally has an aspect ratio of 4:3, if the broadcaster provides a greater aspect ratio than this, the standard is EDTV-wide. Full form: extended-definition television
educational advertising /ˌɛdjuˈɛdʒəˈɛdʒətɪnɪŋ/ noun advertising that informs consumers about a product, particularly important when the product has only recently been introduced
edutainment /ˌɛdʒuˈtɛmənt/ noun any media which both educates and entertains, such as an interactive CD-ROM
effective frequency /ˈɛktɪv ˈfrɛkwənsi/ noun the exposure to an advertisement thought to be 'optimum', i.e. enough to make the consumer aware of your product without being tiresome or wasting money
effective reach /ˈɛktɪv riːtʃ/ noun the percentage of an audience which has had effective exposure to an advertisement
leader /ˈɛdɪtər/ noun 1. the controlling editor of a publication or publishing house 2. a person in charge of the style, direction and editorial content of a newspaper, magazine or book
editorial /ˌɛdɪˈtʃəriəl/ noun 1. all copy in a newspaper or magazine with no
effective sample size

Federation of Australia, said the campaign and “the staggering” number of ads had been a significant talking point in the industry. “There is a fine line between effective reach and overkill and they have crossed it.” [Simon Canning, The Australian]

effective sample size /ɪˌfektɪv ˈsæmpl/ noun the size of a survey sample after weighting

effects /ɪˈfɛktɪz/ plural noun • visual effects, special effects

effects co-ordinator /ɪˈfɛktɪs ˈkəʊ əˌdɪrəntɪər/ noun a model of communications that attempts to explain the effect that a media product has on its audience

EFJ abbreviation European Federation of Journalists

e-fraud /ɪˈfrɔːd/ noun criminal deception for financial gain, that takes place over the Internet

18 /ˌeɪtɪˈtiːn/ noun in the United Kingdom, a rating given by the British Board of Film Classification to films and videos that are considered unsuitable for people under the age of 18

eighteenmo /ˌeɪtɪˈtiːnˈmeɪ/ noun PRINTING same as octodecimo

eightvo /ˈeɪtɪvəʊ/ noun PRINTING same as octavo

EJC abbreviation European Journalism Centre

elaborated code /ɪˌləbərətɪd kəʊd/ noun speech patterns that are thought to be more common among middle-class, educated people, using a large vocabulary, full grammatical structures, without the assumption of mutual understanding based on shared information or background. Compare restricted code

elasticity /ɪˈlæstɪsəti/ noun the sensitivity of an economic variable, for example demand, in response to changes in other variables, for example price or income

e-learning /iːˈlɜːnɪŋ/ noun education that is based on electronic technologies such as computer networks and Internet-based courseware

electrician /ɪˌlekˈtrɪʃən/ noun the member of a film or television production team who is responsible for operating and maintaining electrical equipment

electro /ɪˈlektrəʊ/ noun 1. MUSIC same as electronic music 2. a style of electronic dance music that became popular in the 1980s, making use of drumming machines, synthesisers and many other artificial sounds

electro-funk /ɪˌlekˈtrəʊ fʌŋk/ noun same as electronic music

electrograph /ɪˌlekˈtrəʊɡrɑːf/ noun 1. a picture transmitted by an electrograph 2. an machine that transmits pictures by electrical means, for example by fax

electron beam /ɪˌlekˈtrəʊn bɪzm/ noun part of a television’s internal display mechanism, which fires charged particles over a light-responsive screen to create a picture

electronic /ɪˌlekˈtrəʊnɪk/ adjective relating to, using, or accessed through a computer or computer network, for example the Internet

electronic church /ɪˌlekˈtrəʊnɪk ˈtʃɜːrʃ/ noun a function on an Internet browser that allows you to return to a particular webpage easily

electronic magazine /ɪˌlekˈtrəʊnɪk ˈmæɡəˌziːn/ noun a magazine that readers access online using a computer network

electronic media /ɪˌlekˈtrəʊnɪk ˈmiːdiə plural noun electronic-based media, for example television and radio
electronic music /ˌelektrəʊnɪk 'mjuzɪk/ noun music that is created by being processed through electronic machines, either directly or including previously-recorded material, especially with the aid of a computer. Also called electro

electronic news gathering /ˌelektrəʊnɪk 'njuːz ɡæðərɪŋ/ noun the practice of using small video cameras and minimal crew to record footage for the news. Abbreviation ENG

"The speed of electronic news-gathering has turned newspapers into magazines", says Peter Ibbotson, former editor of Panorama and now a media consultant. "Being unable to compete on news, they put their resources into features.";

[Bob Woffinden, The Guardian]

Electronic News Production System /ˌelektrəʊnɪk njuːz prəˈdɛkʃən sɪstəm/ noun a desktop computer program that allows newsroom production on a personal computer. Abbreviation ENPS

Electronic News Provision Service /ˌelektrəʊnɪk njuːz prəˈvɪzʃən sɜːvɪs/ noun the electronic system used by the BBC to organise their audio and text items. Abbreviation ENPS

electronic payment system /ˌelektrəʊnɪk 'pɛɪmənt ˌsɪstəm/ noun a means of making payments over an electronic network such as the Internet

Electronic Programme Guide /ˌelektrəʊnɪk ˈprəʊɡrəm ˈɡaʊnd/ noun an on-screen guide with cable and satellite systems that identifies and gives information about programmes and channels. Abbreviation EPG

electronic publishing /ˌelektrəʊnɪk ˈpaʊbləʃən/ noun the production of material in forms such as CD-ROMs that can be accessed by readers using computers

electronic shopping /ˌelektrəʊnɪk ˈʃɒpɪŋ/ noun the practice of buying goods and services over a computer network, especially the Internet

electronic smog /ˌelektrəʊnɪk ˈsmɒɡ/ noun the electromagnetic fields produced in the atmosphere by the overflow of non-ionising radiation from radar, radio and television broadcasting and electrical appliances such as microwave ovens and mobile phones, considered by some people to pose a general health risk

electronic town hall /ˌelektrəʊnɪk tuːn hɔl/ noun the use of electronic communication such as television and the Internet, between members of the public and public institutions for the purposes of feedback, comments, suggestions and discussion

electrophotography /ˌlektrəʊfəˈɡrafi/ noun any form of photography such as laser printing and photocopying, that uses electricity rather than chemicals to transfer an image onto paper

electrostatic printing /ˌlektrəʊstætɪk ˈprɪntɪŋ/ noun the process of photocopying or printing images on a surface using electrostatic charges

electrotactile illusion /ˌlektrəʊˈtæktɪl ɪˌljuːʃən/ noun the use of virtual reality technology to recreate 'touch' sensations such as texture, temperature etc.

electrotyping /ˌlektrəʊˈtɪpɪŋ/ noun 1. a copy of a block of type or engraving made by depositing copper on a wax, lead or plastic mould of the original by electrotyping 2. an item printed from an electrotyping noun 3. to print something using an electrotyping

elephant folio /ˌɛlɪfənt ˈfɔlioʊ/ noun a book size from 61 to 63.5 cm/24 to 25 in in height

elephant trunking /ˌɛlɪfənt ˈtrʌŋkɪŋ/ noun a raised platform, with sloped edges and grooves in it to carry cables so that vehicles can drive safely over

eligibility criteria /ˌɛlɪdʒəˈbɪləti krəˈtɪriə/ noun requirements for a person to be able to take part in a survey, such as being in the right age range

elite /ˈelɪt/ adjective the small subsection of people within a society who conform to its most serious and important values – for example intellectual, moral, financial, artistic, etc.

elsis /ˈɛljɪs/ noun a printed mark, either three dots (...) or asterisks (***), indicating that something has been omitted from a text

Ellul’s theory of technique /ˈɛlbəl/ noun the idea that technological advances contribute to a world which is increasingly ruled by efficiency and conformity,
and are beyond the control of governments which must conform to them

em /em/ noun 1. a unit for measuring print size, equal to the height of the typeface being used 2. PRINTING same as pica
e-mail /i:mel/, email /i:mel/ noun 1. a system that allows the electronic transmission of text-based messages, for example between computers or mobile phones 2. a message sent by e-mail
verb to send somebody an e-mail
e-mail address /i: mel a, dres/ noun a string of characters that identifies where an e-mail should be delivered or where it has originated
e-mail campaign /i: mel k.em, pen/ noun a series of e-mails which deliver marketing messages to individuals
embar go /em bəgəʊ/ noun a request not to release material until a particular time or date
‘International critics were fuming last week over their treatment at the hands of The War of the Worlds people, Germany’s official critics’ body urged its members to boycott the film entirely after it was asked to sign embargos promising not to publish any reviews before its global release date of 29 June.’
[Jason Solomons, The Observer]
embed /i:μbed/ noun a war reporter who officially accompanies an active military unit and is able to report any information that does not endanger national security  verb to officially assign a reporter to accompany a military unit during a war
embedded audio /i:μbedd ˈsidioʊ/ noun audio which is included as part of the digital video signal
embedded journalist /i:μbedd ˈdʒɔs(ə)list/ noun same as embed
em dash /ˈem dæʃ/ noun PRINTING a printed dash that measures one em long. Abbreviation m. M
emergent culture /i:μdʒənt ˈkələr/ noun the idea that radical cultural forms will always emerge from the general population to challenge the established ‘order of things’
Emmy /ˈemɪ/ a trade name for an award in the form of a small statue, that is given annually by the American Academy of Television Arts and Sciences for outstanding television programming, production or performance
emo /i:μəʊ/ noun a type of punk rock music that began in the mid-1980s in Washington, D.C., is noted for its thoughtful lyrics and the tendency of its performers to become emotionally affected by them on stage
emotional appeal /i,muʃ(ə)ləp/ noun an attempt by advertising to persuade through an emotional rather than a rational message
emotive /i:ˈmʌtɪv/ adjective 1. causing or intended to cause emotion 2. of a message or piece of communication, having the function of revealing the speaker’s feelings covertly. conative, metalingual, phatic, poetic
emotive language /i,muʃ(ə)lən/ noun words that carry certain connotations, designed to make the reader reach a particular conclusion or feel a particular emotion
empathy /i:μˈpæθi/ noun the ability to identify with and understand another person’s feelings or difficulties ‘…Sigal’s unhistrionic prose makes the chaos and sadness in his novel seem manageable, and he renders the schizophrenic characters that people it with a rare empathy and dignity.’
[Laurance Phelan, The Independent on Sunday]
empirical /i,mprɪk(ə)l/ adjective referring to research that is based on direct observation and experience, rather than on theory
empirical data /i,mprɪk(ə)l ˈdɛtə/ noun data or information that comes from actual observation or that can be proved
empowerment /i,ˈpəʊərmənt/ noun the process or policy of giving people the ability to make their own choices and control their own lives
emulsion /i,mjuˈzlən/ noun the chemical coating on film that is light-sensitive and records the image, available in different speeds and altitudes
en /en/ noun a unit for measuring print width, being half that of an em. Also called nut
encode /enˈkɑʊd/ verb to transmit a message in such a form that the recipient can decode it easily and fully
encoder /enˈkɑʊdər/ noun same as sender
encompassing situation /ɪnˈkʌmpənsɪŋ/ noun the social context in which an action or piece of communication takes place

encryption /ˈɪnkrɪpʃən/ noun the art or process of carving images or lettering into a hard surface for decoration or printing, 1. to cut a design into a hard surface for decoration or printing, 2. to carve or etch a design or lettering into a hard surface for decoration or printing, 3. to print a design or image from an engraved printing plate

engraving /ˈɛŋgrɪvɪŋ/ noun 1. the act of giving or instance of having given public support for a product for advertising purposes

engraver /ˈɛŋɡrɛrvər/ noun a clapper board that is used at the end of a film shoot, rather than at the beginning, and is always shown upside down

enlarge /ɪnˈlɑːrʒ/ verb to make a copy of a photographic print or image that is larger than the original

encryption technology /ɪnˈkrɪpʃənt/ noun software etc. that encrypts information so that it cannot be accessed easily

enculturation /ɪnˈkʌltʃəreɪʃən/ noun the process by which a person is exposed to and acquires cultural values, ideas, beliefs etc.

endorse /ɪnˈdɔːs/ verb to publicly approve of a product for advertising purposes

abbreviation /əˈbrevɪeɪʃən/ noun a calculation of the number of ens contained in a piece of text for typesetting

énoncé /eˈnɔnse/ noun in cultural theory, the content of that which is said, a statement or proposition. Compare énonciation

énonciation /eˈnɔnseɪʃən/ noun in cultural theory, the form of that which is said, an utterance. Compare énoncé

enlarge /ɪnˈlɑːrʒ/ verb to encode or encrypt a piece of communication so that it cannot be deciphered or decoded. Compare action code, referential code, semantic code, symbolic code

encryption service /ɪnˈkrɪpʃən/ noun same as pay-per-view television, so that only those with the correct decoder can receive them

enlargement /ɪnˈlɑːrʒmənt/ noun a copy of a photographic print or image that is larger than the original from which it was made

enlightenment /ɪnˈlaɪntmənt/ noun an 18th-century movement in philosophy which stressed the power and beauty of reason

enquote /ˈɛnkwɒt/ verb /nəʊt/ noun a gathering of words in a piece of communication and how they are alluded to and disclosed in a narrative. Compare énoncé

enclosure /ɪnˈkloʊz/ noun an action code

encrypted service /ɪnˈkrɪpʃən/ noun same as pay-per-view television, so that only those with the correct decoder can receive them
epilogue 82

scale and expensively produced and often deals with a historical theme 2. a lengthy narrative poem in elevated language celebrating the adventures and achievements of a legendary or traditional hero, for example Homer’s Odyssey 2 adjective impressive by virtue of greatness of size, scope or heroism

epilogue ˈɛplɪɡəʊ/ noun 1. a short chapter or section at the end of a literary work, sometimes detailing the fate of its characters 2. a short programme broadcast at the end of the day, often having religious content

episode ˈepɪsdəʊ/ noun one of the separate instalments of a serialised story or programme

épistéme ˈeptɪstɛm/ noun in the theories of structuralism and discourse, the ways of thinking, knowing and analysing that are characteristic of an intellectual era

eps noun a computer image format that allows the image to be placed in a text document. Full form Encapsulated PostScript

equal time ˈɪkwəl ˈtiːm/ noun a broadcasting policy in the US that allows exactly the same amount of radio and television air time to opposing political candidates

equilibrium ˌjɪkwərɪˈlibrɪəm/ noun 1. a state or situation in which opposing forces or factors balance each other out and stability is attained 2. within a narrative, the absence of tensions in need of resolution. Compare dysequilibrium

errata ˈɛrətæ/ plural noun a list of errors that were noticed after a book was printed and inserted in the book as a separate sheet

escapism ˈɛskəspɪzəm/ noun the act of ‘escaping’ from reality, daily routine, drudgery etc. by using fantasy, daydreams or other absorbing entertainment

escapist ˈɛskəspɪst/ adjective referring to a novel or film that is purely entertaining, allowing the viewer a ‘break from reality’

essentialism ˌɛsəˈnɛslɪzəm/ noun in feminist theory, the idea that every object or text possesses an underlying ‘essence’ which defines it and all others of its genre

establishing shot ˈɛstəbliʃɪŋ ʃɒt/ noun an extended panning shot at the beginning of a filmed scene to set the mood, establish location, characters present etc.

establishment survey ˌɛstəbliʃmənt ˈsɜːrvɪʃ/ noun a quarterly survey to try to determine the television-owning population of the UK

estrangement ˈɛstrəndʒmənt/ noun in aesthetic theory, the process of becoming detached or alienated, either from one’s sense of self or from the world and situation in which you exist

e-system ˈiːˌsɪstəm/ noun multiple electronic communications or information systems or networks, viewed as one for operational purposes

etch /ɛtʃ/ verb 1. to create a design or drawing on the surface of something, especially a printing plate, by the action of an acid 2. to cut a design or mark into the surface of something using a sharp point or laser beam

etching /ˈɛtʃɪŋ/ noun 1. a print made from an etched plate 2. the art or process of creating etched designs or making prints from etched surfaces 3. a printing plate with an etched design

ethics /ˈɛθɪks/ noun 1. the study of the notion of right and wrong, morally speaking, in thought, feelings, beliefs etc. 2. the internal set of rules and guidelines which a person has regarding these notions of right and wrong

ethnicity /ˈɛθnɪsəti/ noun 1. the social and cultural characteristics of a person which form part of their definition of self, alongside considerations such as race, gender, political standpoint etc. 2. ethnic affiliation or distinctiveness

“‘A highly effective team is a rare thing’, [chief Executive Andy] Green says. ‘It has to be diverse in all sorts of ways, in terms of gender, ethnicity, nationality even’.” [Claire Dight, The Times]

ethnic media /ˈɛθnɪk ˈmidiə/ plural noun magazines or TV stations that appeal to ethnic audiences

ethnocentric /ˈɛθnəsəntrɪk/ adjective 1. referring to study that is based on ethnic considerations and differences 2. having a tendency to view things through the filter of one’s own ethnicity

ethnocentric stage /ˈɛθnəsəntrɪk ˈsteɪdʒ/ noun an early stage in a company’s marketing when goods are
sent overseas with no concessions to local needs or tastes
ethnography /ˌɛθnəˈɡrəfi/ noun the anthropological study of a particular society or section of society, using a long period of personal research of and exposure to the group
euphemism /ˌjuːfɪˈmɪzəm/ noun a word or phrase used in place of a term that might be considered too direct, harsh, unpleasant or offensive
eurocentric /ˌjʊərəˈsɛntrɪk/ adjective focussed or based primarily on Europe, sometimes to the detriment of other nations and cultural groups
Euronet /ˈjʊərənɛt/ noun a collection of computer companies aiming to create a Europe-wide database, keeping control of information in European hands
European Cable Communications Association /ˌjʊərəˈprənæksən ˌkeɪmjuːˈnɜːrɪkərˈɛnɪz ˌsentoʊrɪʃən/ noun a trade association representing cable companies. Abbreviation ECCA
European Communications Satellite /ˌjʊərəˈprənæksən ˌkeɪmjuːˈnɜːrɪkərˈɛnɪz ˌsentoʊrɪʃən/ noun the European arm of the International Federation of Journalists. Abbreviation ECS
European Federation of Journalists /ˌjʊərəˈprənæksən ˌfedərəʃən ˌjʊərəˈprənæksən ˌsentoʊrɪʃən/ noun the European arm of the International Federation of Journalists. Abbreviation EFJ
European Journalism Centre /ˌjʊərəˈprənæksən ˌdʒʊˈɔːrəˌdʒɪmənˌtʃɜːn ˌsentoʊrɪʃən/ noun a not-for-profit training centre for established journalists, based in the Netherlands. Abbreviation EJC
Eurovision song contest /ˌjʊərəˈprənæksən ˌsəŋkəntest/ noun an international song competition held annually and broadcast on television, in which singers from many European countries perform a specially composed song and judges from each participating nation vote for their favourite. The contest has been criticised for the blandness of the winning entries and the political nature of the voting.
Eutelsat /ˈjuːtəlˌsæt/ noun a major international satellite services provider for broadcasters
evaluation /ˌɪvəljuˈeɪʃən/ noun an analysis of how well a media product has met its original aims, often requested by those that have funded the product
event /ˈeɪvənt/ noun in news coverage, something that takes place which has news value
event television /ˈeɪvənt, ˈɛvrəˌtɪlvɪʒən/ noun programming which reports live or as-live on a particular event, such as a sports match, concert, state funeral etc
everyday life /ˈeɪvərˌdæɪli/ noun the routine practices of daily existence, as followed by reality television shows
excess /ˈɛks/ noun in feminist theory, the unrestricted, enjoyable expenditure of resources such as energy, money, time etc
exclusive /ˈɛkskluːsɪv/ noun a story which has only been covered in one newspaper in advance of its rivals
excorporation /ˈekˌsɔrprəˈʃənn/ noun the act of using objects from a society’s dominant culture to express a person’s affiliation with a subculture, for example safety pins as worn by punks
executive producer /ˈɛksˌprəˈrɛʃənn/ noun the member of a television production team who is responsible for finding money to finance a project, as well as being involved in creative and business matters
executive /ˈɛksˌprəˈrɛʃənn/ adjective concerned with or relating to existence, especially human existence
examination /ˌekzəˈneɪʃən/ noun the assumption that certain values are so widely held that they cannot be challenged and need not be expressed
exotica /ɛksˈɒtɪkə/ noun items, trends, ideas etc. from a different ethnic group
expanded /ˈekspændt/ adjective referring to type or printed characters that are wider than usual in relation to their height. Also called extended
expansion card /ˈekspæŋʃən kɑːd/ noun a small device that can be inserted into a computer to improve its memory or other capabilities, such as a sound card
expectations /ˌekspektəˈʃənz/ noun ideas that a person has about what other people expect them to do, how to behave etc.
experiential advertising /ˌɛksˈprɛrəntiəl ˈædvərˈtɪznıŋ/ noun adver-
experimental group /ɪkˌspɛrɪˈɛnt(ə)l grʊup/ noun in research, the group which is being experimented upon, measured against the control group. Compare control group

experimental method /ɪkˌspɛrɪˈɛnt(ə)l ˈmɛθəd/ noun the use of controlled experiments to discover the influence of variables in marketing such as types of promotion and sales training

expose /ɪkˈspəʊz/ verb to allow light to contact photographic film, usually by opening a camera shutter

exposé /ɪkˈspəʊz/ noun a report, usually in a newspaper, that reveals details of a scandal or crime

exposure /ɪkˈspəʊz/ noun the amount of light that a film is exposed to, controlled by the size of the lens aperture

exposure meter /ɪkˈspəʊzoʊr ˈmiːtər/ noun an instrument that measures the strength of light for photography, so that the correct combination of shutter speed and lens aperture can be set. Also called light meter

expressionism /ɪkˈspresfənəz(ə)m/ noun 1. the technique of exaggerating elements such as lighting, sound etc. in order to show ideas and feelings 2. an artistic movement that flourished in Germany between 1905 and 1925 whose adherents sought to represent feelings and moods rather than objective reality, often distorting colour and form 3. a literary movement of the early 20th century, especially in the theatre, that represented external reality in a highly stylised and subjective manner, attempting to convey a psychological or spiritual reality rather than a record of actual events

extended /ɪkˈstɛndɪd/ adjective extending which gives the customer the real sensation of using the product

extended group 84

tising which gives the customer the real sensation of using the product

extended-definition television /ɪkˈstɛndɪd ˌdɛfənʃən ˈtelɪvɪʃən/ noun full form of EDTV

extended-play /ɪkˈstɛndɪd ˈpleɪ/ adjective 1. referring to the format of a vinyl record of the same size as a single but with two tracks on each side 2. referring to a videotape format that can store four or six hours of material on a two-hour tape

extender /ɪkˈstɛndər/ noun the part of a lower-case letter such as p or l that extends above or below the rounded body of the letter

extension lead /ɪkˈstɛnʃən lɛd/ noun a long cable has a plug at one end and a socket at the other so that it can be used to plug in a piece of electrical equipment a long way away from the socket

exterior /ɪkˈstɪərɪər/ adjective referring to an outdoor setting for a photograph or film scene

external analysis /ɪkˌstɛrən əˈnjuːələsɪs/ noun the analysis of an organisation’s customers, market segments, competitors and marketing environment

external search /ɪkˌstɛrən əˈsɜːtʃ/ noun a method of finding information from external sources such as advertising, or from the World Wide Web using a search engine

external search engine /ɪkˌstɛrən əˈsɜːtʃ ˈɛnɡɪn/ noun a search engine that allows the user to search millions of Internet pages rapidly

extra /ɪkˈstrɛrə/ noun 1. a special issue of a newspaper or magazine, often reporting more recent developments in the news or concentrating on a particular subject 2. a person who is temporarily employed in a newspaper or magazine, often reporting on a particular subject

external analysis /ɪkˌstɛrən əˈnjuːələsɪs/ noun 1. the analysis of an organisation’s customers, market segments, competitors and marketing environment

extraordinary high frequency /ɪkˌstɛrəˈɒrɪdʒəri ˈhɪgən fɾeɪkwənst/ noun a radio frequency in the range between 30,000 and 300,000 megahertz

extraordinary low frequency /ɪkˌstɛrəˈɒrɪdʒəri ˈləʊ fɾeɪkwənst/ noun a radio frequency below 30 hertz

eyeballs /ˈɛrbəlz/ plural noun users of the Internet who visit a particular website or use a particular product

eye candy /ˈaɪ,keɪndɪ/ noun ONLINE, COMPUTING decorative, but non-essential features on a webpage

‘We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We won’t settle for the four-color brochure, for websites stuffed with eye candy but lacking any
eye contact /ˈɛrkənt/ noun a feature of interpersonal communication which is non-verbal, which helps to express meaning and attitude

eyeline /ˈaɪəln/ noun the direction in which a performer is looking

eye-movement test /ˈaɪˌmuvəməntˌtest/, eye tracking /ˈaɪtrəkʃəŋ/ noun an advertising research test which involves recording the movement of a person’s eyes as they look at an advertisement to see which parts are of special interest

eye-witness account /ˌaɪˌwɪtnəs əˈkaʊnt/ noun a story given about something that has happened by somebody who was there to observe it

eye-witness reporting /ˌaɪˌwɪtnəs rɪˈpɔrɪŋ/ noun a story filed by a reporter who was actually present at an event, rather than gathering details from a desk

e-zine /ˈeziːn/ noun a magazine composed of webpages, available on the World Wide Web
fable /ˈfeɪbəl/ noun 1. a short story with a moral, especially one in which the characters are animals 2. a story about supernatural, mythological, or legendary characters and events

fabliau /ˈfæbliəʊ/ noun a comic story in verse, usually bawdy and popular in 12th- and 13th-century France

fabula /ˈfæbjʊlə/ noun a Russian term meaning ‘story’ – the narrative

face /feɪs/ noun 1. somebody who is well-known or important and who represents a company, brand or product in its advertising 2. a typeface, or the printing surface of a type character

facial expression /ˈfeʃəl əˈpreʃən/ noun the way in which the face can reveal emotions, attitudes etc., in addition to those expressed by what the person is saying

fact book /fækt bʊk/ noun data put together about a product on the market that can be used for reference by the producers or by an advertising agency

fact file /fækt fɪl/ noun a list of short, snappy facts relating to a story, often boxed

fact-finding mission /fækt fændɪŋˈmɪʃn/ noun a visit by a person or group of people, usually to another country, to obtain information about a specific issue

fact sheet /fækt ʃiːt/ noun an information sheet or booklet giving further details about a subject, especially one covered in a broadcast programme

fad /fæd/ noun something that is very popular but only for a short time, for example an image, joke or game on the Internet

fadeaway /ˈfædəˌweɪ/ noun the process of gradually decreasing light or sound until it disappears completely

fade down /ˈfæd ˈdaʊn/ verb same as fade out

fade-down /ˈfæd daʊn/ noun same as fade-out

fade in /ˈfæd ˈɪn/ verb to increase the volume of a sound from nothing or allow an image to become visible, or gradually to become audible or visible. Also called fade-up

fade-in /ˈfæd ɪn/ noun the process of gradually introducing light or sound until it is visible or audible. Also called fade-up

fade out /ˈfæd ˈaut/ verb to gradually disappear

fade-out /ˈfæd ˈaut/ noun 1. a gradual loss of reception of a television or radio broadcast signal 2. a gradual decrease in brightness or sound until an image or sound completely disappears

fader /ˈfædə/ noun a mechanism in a radio studio that controls the volume of an audio channel

fade up /ˈfæd ˈʌp/ verb BROADCAST, CINEMA, TV same as fade in

fade-up /ˈfæd ˈʌp/ noun BROADCAST, CINEMA, TV same as fade-in

fairness doctrine /ˈfɛrəns ˈdɑːkwəntreɪ / noun the principle in the US that broadcasters should allow equal air time to opposing points of view on controversial issues

false claim /ˌfɔləklɛm/ noun an untrue or exaggerated claim made in the advertising of a product

‘…have been barred from marketing “HGH Revolution” and “Natural Rejuvenator HGH-R” – which don’t actually contain human growth
performer ately interested in and attached to a genre of film that creates an alternative, newspapers or fashion magazines ions or clothing accessories, especially for photographing models wearing new fash-

fashion photography

farce

fat

fascicle

fear appeal

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fear appeal


fast-forward noun 1, a function on a tape machine causes the tape to wind forwards quickly 2, a button or switch that controls the fast-forward function on an electronic recording device  ■ verb to wind a tape forwards quickly on an tape machine

fast motion

fat suit

fatwa

fax

Federal Communication Commission

fear appeal

...a long-term health fear appeal may have little or no effect on the attitudes and behaviour of adolescents towards smoking. Short-term cosmetic fear appeals, on the other hand, discuss negative social consequences of smoking, such as bad breath, smelly hair or yellow teeth. These risks are both immediate and important to
feathering 88

feathering /'feðərɪŋ/ noun 1. the way that printing ink spreads in lines on paper that is too absorbent 2. the process of putting extra leading between the lines of typeset text, in order to make the type area of the page longer

feature /'fɪtʃər/ noun 1. an article that is longer and more descriptive than a news story, containing more background and colour 2. an item for a radio or television programme, usually consisting of interviews, actuality and links edited together

feature film /'fɪtʃə fɪlm/ noun a full-length film made for the cinema

feature-length /'fɪtʃə lɛŋt/ adjective referring to a film that is full-length

feature programme /'fɪtʃə prəgræm/ noun a television or radio programme devoted to a special issue or topic

Federal Communications Commission /'fed(ə)rəl kə,mjuːən ˈkiːʃən/ noun a regulatory body in the US whose job is to monitor all non-government communications and broadcasts. Abbreviation FCC

Fédération Internationale des Éditeurs de Journaux et Publications /fəˈdɛʒərən ˈɛduːtər də ʒyɾnɔːl ə ðypɔbləkʃən/ World Association of Newspapers

feed /fɪd/ noun 1. the signal a network sends to local radio or television stations for broadcast 2. audio or video material which is sent from one place to another, such as instructions into a presenter’s earpiece

feedback /'fɪdbæk/ noun 1. response to a publication from readers or colleagues 2. a high-pitched howling sound caused by the signal from a microphone being transmitted through speakers, which is then picked up by the microphone, for example when a radio listener phones in and has the radio playing in the background. Also called howl, howround

feeder /'fɪdər/ noun a line connecting an aerial to a receiver or transmitter

feed point /'fɪd pɔɪnt/ noun permanent feed equipment in outside broadcast locations that are often used, such as the High Court

feint /'fɛnt/ adjective referring to paper printed with faint horizontal lines across it as a guide for writing

Felliniesque /fəˈliːniːsk/ adjective referring to or reminiscent of the blend of reality and fantasy that Federico Fellini creates in his films

female /'fɪml/ adjective 1. relating or belonging to women or girls 2. describes a component or part of a component such as an electric socket that has a recess designed to receive a corresponding projecting part

female suffrage /'fɪml səˈfrɪdʒ/ noun gender issues same as women’s suffrage

feminise /'fɛmɪnəz/ verb 1. to cause somebody to behave in ways conventionally associated with women 2. to give somebody or something characteristics conventionally considered suitable for women

‘Sarah Sands, the editor of The Sunday Telegraph launches her new magazine today. She is keen to emphasise the “incredibly pretty design” of the section, which is unarguably a central plank in her plan to feminise the newspaper.’ [Jane Thynne, The Independent on Sunday]

feminism /'fɛmɪnɪz(ə)m/ noun a movement which advocates the same rights and opportunities for women as are enjoyed by men

feminist theory /'fɛmɪnist ˈθeəri/ noun the study of concepts and symbols in such fields as literature which create and perpetuate an image of women

fetish /'fətʃɪʃ/ noun an object, idea, or activity that somebody ‘worships’, is irrationally obsessed with or attached to and which may have sexual associations

fetishism /'fətʃɪz(ə)m/ noun in psychoanalysis, the desire to invest new, usually sexual meanings in objects not usually associated or so deeply associated with them

feuilleton /fəˈviːlətɔn/ noun 1. a section of a European newspaper containing fiction, reviews and articles of general interest 2. an article published in a feuilleton
fibre /ˈfaɪbr/ noun a fibreoptic cable
fibreoptic cable /ˌfaɪbərˈɒptɪk/ noun a glass or plastic tube the width of a hair, through which signals can be sent in the form of light pulses
fibreoptics /ˈfaɪbərˈɒptɪks/ noun the transmission of data using light pulses that are sent through hair-thin glass fibres. It is possible to send more data this way with less risk of corruption or interference.
ficlet /ˈfɪklɪt/ noun same as drabble
fiction /ˈfɪkʃən/ noun novels and stories that describe imaginary people and events
fiction values /ˈfɪkʃən ˈvæljuːz/ plural noun the criteria that an issue must supposedly fulfill to be ‘fiction-worthy’, such as being relevant to the reader and having aspirational value
FIEJ abbreviation Fédération Internationale des Éditeurs de Journaux et Publications
field /flɪld/ noun in sociology, an area in which a person has multiple interpersonal relationships and experiences conflict and struggle
field of view /ˈflɪld əv ˈvjuː/ noun the amount of a scene which can be captured by a lens, measured as an angle. For example, a fisheye lens may capture as much as 180° (but with distortion), whereas a telephoto lens may have a field of view of as little as 5°.
field research /ˈflɪld ˈrɛsərch/ noun the process of looking for information that is not yet published and must be obtained in surveys
filth /fɪlθ/ noun in the United Kingdom, a rating given by the British Board of Film Classification to films and videos that are considered unsuitable for people under the age of 15
figure /ˈfɪgər/ noun an illustration or diagram in a book or article
file /fɪl/ verb to send in a story to a newspaper’s offices from abroad
file header /ˈfɪl, ˈhɛdər/ noun the part of a file description that describes what format it is in
filler /ˈfɪlər/ noun same as brief
fillet /ˈfɪlt/ noun a thin line impressed around the edge of the cover of a book, or the wheel-like tool used to make it
fill light /ˈfɪlt lʌt/ noun a light source used when filming, which eliminates shadows caused by the key light
film /fɪlm/ noun 1. a series images recorded by a camera and projected onto a screen as a sequence of moving pictures, usually with an accompanying soundtrack 2. films collectively, considered as an art form 3. a thin strip of cellulose coated with a light-sensitive emulsion, fed through a camera to take still or moving pictures 4. to record images on film 5. to record a story or event on film 6. to make or be involved in making a film 7. to be a suitable subject for being filmed
filmmaker /fɪlmˈmeɪkər/ noun a person who goes to the cinema to see films, especially regularly
film /fɪlm/ noun a famous actor in the Indian film industry ■ adjective relating to the Indian film industry
filmmaking stage /fɪlmˈmeɪkɪŋ stɛɪdʒ/ noun the period during a film’s production during which all material is filmed
filmless camera /ˈfɪlməs ˈkaɪəmərə/ noun same as digital camera
filmmaker /fɪlmˈmeɪkər/ noun a producer or director of films for the cinema. Also called moviemaker
film noir /fɪlm ˈnɔːr/ noun dark crime thrillers as a genre, highly stylised and characterised by fatalistic, existential themes

‘Double Indemnity… The textbook film noir, with a classic ‘let’s kill my husband and get the insurance’ plot. It’s beautifully designed and delectably moody, and despite the rapid-fire dialogue, the leads manage to play it totally cool.’ [The Guardian]
filmmography /fɪlmˈɡrəfi/ noun 1. writing about films and the cinema 2. a complete list of the films made by a particular actor or director or on a particular subject
filming stage /fɪlmˈstɛɪdʒ/ noun a typesetting process in which the text to be printed is projected onto photographic film and then printing plates are made from the film
film star /fɪlm stɑː/ noun a famous film actor or actress
filter /ˈfɪlər/ noun a cover which is put over a light or camera lens to give a particular effect, for example a colour cast.
filter wipe 90

filter wipe /'fɪltə waɪp/ noun a soft cleaning cloth that can be used on camera lenses and lens filters

final cut /'faɪn kət/ noun the final edited version of a film, which is released for viewing by the public

financial advertising /ˌfɪn(ə)ˈnɛn(t) əˈdɛvətaɪzin/ noun advertising by companies in the field of financial investment

financial audit /ˌfɪn(ə)ˈnɛn(t) əˈdʌt/ noun an examination of the books and accounts of an advertising agency

Financial Times /ˌfɪn(ə)ˈnɛn(t) əˈtɪmz/ noun a global business news organisation that publishes a daily newspaper in 23 cities internationally and also has a news website. Abbreviation FT

fine cut /'faɪn kət/ noun the final version of a programme, with no edits left to be made

final /'fɪn(ə)n/ noun a curve that ends a main stroke in some italic typefaces

fireman /'faɪəmən/ noun a journalist sent out from the office to cover a major story

fireside chat /'faɪəsайд ə 'fæt/ noun a broadcast in which the president of the United States talks in an informal manner to the people of the nation. During the Great Depression Franklin D. Roosevelt gave fireside chats over the radio as a way of raising national morale and explaining his policies.

first /'faɪst/ abbreviation first assistant director

first assistant director /'faɪst ə 'sɪst(ə)nt də'rektaʊ/ noun the person in a television production team who is responsible for making sure that each person is in the right place at the right time, and that shooting stays on schedule. Also called first

first edition /'faɪst ɪdˈʃɪn/ noun 1. the first printed copy or batch of a daily newspaper 2. the first batch of copies of a book issued by the original publisher

firsthand information /'faɪrsthænd 'ɪnfoʊˈmeɪʃn/ noun information from an original source

first impressions /'faɪst ɪmˈprɛʃənz/ noun the initial information received about and impressions formed of an individual, which can be difficult to forget, even when they are contradicted later

'From first impressions, Davydenko appears to be gawky and slightly lightweight. But he is an awkward opponent who hits the ball much harder than should be possible from his skinny frame, and he has electric speed around the court.' [Mark Hodgetinson, The Daily Telegraph]

fisher boom /'fɪʃə bɔrm/ noun a type of boom microphone used in television studios

fisheye lens /'fɪʃəɪ ˈlɛnz/ noun a wide-angle lens with a field of view of up to 180º, but producing extreme distortion at the edges of the image

fishpole boom /'fɪʃpɔl bɔrm/ noun a boom which is small and light enough to be moved and adjusted by one person (the boom swinger)

fit /fit/ noun the situation when an article or headline is the right size for the space allotted to it. Compare bust

fix /fɪks/ verb to make an image such as a photograph, permanent, by treating it with chemicals

fixed break /fɪks ˈbreɪk/ noun the practice of placing a television or radio advertisement in a specific commercial break on a specific day, at the advertiser’s insistence

fixed point /fɪks ˈpɔɪnt/ noun a non-movable camera

fixed spot /fɪks ˈspɔt/ noun an item that is regularly broadcast in a programme at a particular time, for example news on the hour

fixer /fɪksər/ noun a chemical that is used to treat a photographic image on film or paper in order to make it permanent

flack /fleɪk/ noun a publicity agent • verb to act as a publicity agent for somebody

flag /flæɡ/ noun 1. a piece of flat wood, cardboard or other material used to shield the camera lens from unwanted light sources 2. PRESS same as masthead

flak /flæk/ noun criticism of something broadcast, received as a ‘storm’ of complaints, letters, phone calls etc.

flâneur /flæˈnɔːr/ noun in sociology, an aimless wanderer, a man-about-town, used as an allegory for the writer or poet
who can ‘stroll along’ in a society observing it while pursuing their own agenda.

**flash** /flæʃ/ noun the undesirable effect of light reflecting off a camera lens, or being reflected off a shiny surface into the camera lens.

**flare** /flεə/ noun 1. a device used in photography to produce a short bright flash of light. 2. the brief moment when a subject is brightly lit for photographic to be taken. 3. an important news story that is broadcast immediately. Also called **newswave** • verb to broadcast a newswave, often interrupting a scheduled programme.

**flash** /flæʃ/ verb to broadcast a newswave, often interrupting a scheduled programme.

**flash** /flæʃ/ back/ verb to go back to an earlier time in a narrative, to fill in information or explain something that is happening in the present.

**flashback** /flæʃbæk/ noun a narrative device showing an event that happened earlier that has a bearing on the plot.

**flashbulb** /flæʃbɔːb/ noun a small glass bulb that can produce a very bright flash of light for taking photographs. Also called **photoflash**

**flash forward** /flæʃ fɔrward/ verb to jump forward to a later point of time in a narrative, usually for dramatic effect or irony • noun a scene or event from the future that appears in a narrative out of chronological order.

**flashgun** /flæʃgʌn/ noun a camera attachment with a flash tube or flashbulb in it that produces a bright flash of light as the camera’s shutter opens.

**flashlight** /flæʃlaɪt/ noun a brief intense flash of light produced by a flash tube or flashbulb.

**flash-mobbing** /flæʃ /mæbɪŋ/ noun the practice of people being alerted by e-mail to appear together in a predetermined public place and perform harmless attention-seeking activities before quickly dispersing.

Details of the venues are kept secret until the last minute and are revealed only to those who register at the Flash Fusion Concerts website. It turns out that the concerts are being staged by Ford Motor with Sony Pictures Digital to promote the launch of the new Ford Fusion car... Trust big business to turn flash mobbing to its advantage.' [Richard Tomkins, The Financial Times]

**flash mobbing** to broadcast a newsflash, to promote the launch of the new Ford Motor with Sony Pictures Digital that the concerts are being staged by Fusion Concerts website. It turns out only to those who register at the Flash Fusion Concerts website. 'Details of the venues are kept secret until the last minute and are revealed only to those who register at the Flash Fusion Concerts website. It turns out that the concerts are being staged by Ford Motor with Sony Pictures Digital to promote the launch of the new Ford Fusion car... Trust big business to turn flash mobbing to its advantage.' [Richard Tomkins, The Financial Times]
flood

for a metal plate for printing a page of newspaper

flood /flʌd/, floodlight /flʌdlət/ noun a lamp with a wide angle that spreads the beam of light broadly. Also called open-face lamp. Compare spot

floor manager /ˈfloʊr mənɪdʒər/ noun the person who is responsible for safety and general organisation during a rehearsal or shoot in a television studio. Abbreviation FM

floor plan /ˈfloʊr plaɪn/ noun a map of the studio floor showing positions of the audience, cameras etc.

floppy disk /ˈflɒpi ˈdisk/ noun a disk

flow /fləʊ/ noun 1. the movement of something such as information from one place to another. 2. an evening’s scheduled programming

fluorescent light /ˈflɔːrəsənt ˈlaɪt/ noun light from a tube with an internal coating which glows when electricity is passed through it

flush /flʌʃ/ adjective referring to a printed page with an even margin, without any indentations

flutter /ˈflʌtər/ noun a slow variation in pitch of recorded sound, occurring at higher frequencies than wow

flyaway /ˈflaiəˌweɪ/ noun satellite equipment which can be disassembled and packed away enough to be flown as cargo to an outside broadcast location, then reassembled

flying erase head /ˈflaiəŋ ɪˈreɪz, ˈhɛd/ noun a head on a video recorder which erases old material on the tape as new material is being recorded

fly-on-the-wall /ˈflai ən ən ˈwɔl/ noun a genre of documentary-making similar to cinéma-verité, in which the cameras used are small, unobtrusive and often numerous and the subjects are filmed continuously as they go about their everyday lives.  dav realty TV

James McCaskill clearly cares very much about his parish... More controversial is the use of a slick marketing campaign and the latest concept in reality TV. For the past year cameras have been recording James’s every move for a Channel 4 fly-on-the-wall documentary comically called Priest Idol. [Yvonne Illsey, The Express]

flyposting /ˈflaiəpəʊstɪŋ/ noun the practice of displaying posters wherever possible, often illegally

flysheet /ˈflaiʃfɪt/ noun a leaflet or pamphlet, usually containing advertising

FM abbreviation 1. radio frequency modulation 2. floor manager

FoC abbreviation PRINTING, UK father of the chapel

focal length /ˈfəʊkəl ˈleŋθ/ noun the distance away from the camera at which objects are in focus. Different lenses and lens apertures produce different focal lengths.

focus /ˈfəʊkəs/ noun a device on a camera for adjusting the lens so that the image is clear

focus group /ˈfəʊkəs ɡrʊp/ noun a small group who discuss a topic such as their viewing preferences. Their discussions are taped and later analysed by audience researchers.

focus puller /ˈfəʊkəs ˈpʊlər/ noun an assistant to the camera operator who control the focus during complex camera movements

gog /ˈɡɒɡ/ verb to produce a cloudy image on a negative, print or transparency by allowing too much light to reach it in the developing process. noun a cloudy area on a photographic image, caused by too much light.

foldback /ˈfəʊldbæk/ noun sound played from the control room down into a studio, for example music to which a performer can mime

foldout /ˈfəʊldəut/ noun PRINTING same as gatefold

foley artist /ˈfəʊli əˈstrɪst/ noun a person whose job is to produce sound effects for a film, that can be dubbed onto a soundtrack in postproduction

folio /ˈfəʊliəʊ/ noun a single sheet of hard copy

folk /fəʊk, ˈfɒlk ˈmjuːzɪk/ noun 1. traditional songs and music, passed from one generation to the next. 2. modern music composed in imitation of traditional music

folk devil /ˈfəʊk ˈdɛv(ə)l/ noun an individual or group that is the subject of a
moral panic, caused by media demonisation
folk-rock /fɔːk rɒk/ noun a type of popular music combining folk melodies with the rhythms of rock music
follow shot /ˈfoləʊ ʃɒt/ noun a camera shot in which a moving subject is filmed as the camera moves alongside or behind
follow-up /ˈfoləʊ api/ noun a news story that has been spotted in another newspaper or in other media and investigated further
font /fɒnt/ noun a typeface. Newspapers generally use a house font which forms part of their characteristic style and appearance. Also called fount
footage /ˈfʊtɪdʒ/ noun recorded material on film or tape
footer /ˈfʊtər/ noun a section at the bottom of a webpage, which usually contains any essential links and information on how to contact the organisation that owns the page and its copyright and privacy policy
footnote /ˈfʊtnət/ noun further information, usually printed at the bottom of a page, about something mentioned in the text above. A reference number or symbol is usually printed after the relevant word in the text and before the corresponding footnote.
footprint /ˈfʊtprɪnt/ noun 1. the area affected or covered by something such as a device, phenomenon, service provider etc. 2. the area supplied by a signal from a particular broadcasting satellite
Fordism /ˈfɔːrdɪzəm/ noun the idea in mass production that the product should be accessible and affordable to the workers producing it and that they should be paid a fair wage based on the value of what they are producing
forecast /fɔːkərst/ noun a prediction of what the weather will be like in the near future, usually broadcast on television or radio or printed in a newspaper
fore-edge /ˈfɔː edʒ/ noun the outer edge of a page of a book
foreground /ˈfɔːɡrəʊnd/ noun the area of a picture or scene that appears to be nearest to the viewer
foreign correspondent /ˌfɔrənˌkɒrəsˈpɒndənt/ noun a journalist who lives in or visits another country and writes news reports or features for broadcast or publication in his or her own country
form /fɔːm/ noun the general structure of a piece of text or a film
formal /fɔːm(ə)l/ adjective 1. done or carried out in accordance with established or prescribed rules 2. used in serious, official or public communication but not appropriate in everyday contexts 3. referring to the form and appearance of a media product, for example its layout, rather than the content
formalist /ˈfɔːmlɪst/ adjective relating to the principle that form is more important than content
format /ˈfɔːmət/ noun 1. the presentation of a television show which makes it different from others of the same genre, for example on a game show, the set, the number of contestants, the way in which they are eliminated, the prize offered etc. 2. the type and quality of recording equipment used 3. the structure of a radio programme according to an agreed style, for example timings, fixed spots etc. 4. the different size, shape and appearance of competing media products, for example the page size of a tabloid vs. broadsheet
formation /ˈfɔːməʃən/ noun the association between artists in a particular movement or cultural group
format radio /ˈfɔːmət rəˈdiəʊ/ noun a station which only plays one type of music, for example country music
Format Recognition and Protection Association /ˈfɔːmət rekəɡnɪʃən ən prəˈtekʃən ə fɔːˈmeɪʃən/ noun an organisation in the UK which seeks to protect the formats of television shows as intellectual property. Abbreviation FRAPA
forme /fɔːm/ noun blocks of type, assembled in a metal frame in preparation for printing
form letter /ˈfɔːm ˈletər/ noun a standard printed letter that is sent to many people for the same reason, for example one dealing with a common customer complaint
fort-da game /fɔːt də ˈɡeɪm/ noun a concept from Freud, in which an infant learns to differentiate itself as a person from other objects and experiences loss
fortnightly /fɔːtˈnaɪtlɪ/ noun a publication that is published once every two weeks
forum /ˈfɔrəm/ noun 1. a medium in which debate, discussion and argument can take place, for example a magazine or newspaper 2. a website on which people can post opinions and read what others have to say about the subjects they are all interested in

fragmentation /ˌfræŋməntəˈʃən/ noun the use of a variety of media for a publicity campaign

fragmentation of audience /ˌfræŋməntəˈʃən əv ˈɔːndəns/ noun the idea that with so much choice over which television channels to watch, there is no such thing as a ‘shared public experience’ of a broadcast as there was in the early days of television (with everybody watching the same thing)

franchise /ˈfræntʃəz/ noun 1. a successful media product such as a film franchise that can be developed into sequels, successful media products such as a film

franchise for Independent Television /ˈfræntʃəz fɔr ˈɪndɪpəndənt tɛlɪvɪʒən/ noun licences granted by the ITA in 1955 allowing independent companies to produce regional programming for broadcast on non-BBC Channel 3

Frankfurt School /ˈfræŋktʃəʊskɔːl/ noun a group of critical theorists of social and mass culture, active in Germany from 1923
meals, flights, tickets for events etc.

product offered to journalists, for example

also called

freepage

freephone

freenet

freelance

freesheet

freebie

freestyle

freewave

free-standing insert

freeware

freewater

freeze

Freewave /fri:weə/ noun software which can be downloaded free of charge from the Internet with no usage restrictions

chain makes his music on a PC he built himself. "I have favourite programs, but I’m always trying new stuff to look for new ways of working. I use brand software but also a lot of freeware and dodgy plug-ins." [John L. Walters, The Guardian]

freeze /fri:z/ verb 1. to take a still photograph of somebody or something in motion 2. to show a single frame of a moving film so that it appears to be a still image

freeze frame /fri:z freim/ noun 1. the act of stopping a moving piece of video or film on a single, still frame 2. a device on a video recorder that enables a single static image to be viewed 3. a single frame of a film or video recording viewed as a static image

frequ /fri:kwɔnsi/ noun 1. a measurement of radio waves, describing how quickly the waves are being transmitted. It determines where a station is found on a radio dial. Abbreviation freq.

amplitude, wavelength 2. the amount

95 frequency
frequency discount

of exposure a topic is given in the media. A high frequency means that it appears often and prominently.

frequency discount /ˈfrɪkwənsɪ,ˈdrɪskənt/ noun reduced rates offered for frequent use of an advertising medium

frequency modulation /ˈfrɪkwənsɪ,ˈdrɪskənt/ noun a method of transmitting audio or visual information using radio waves, where the amplitude remains constant but the frequency varies according to the input signal. Abbreviation FM. Compare amplitude modulation

frequency response /ˈfrɪkwənsɪ riˈspɔns/ noun the sensitivity of a microphone to a particular range of sound frequencies

frequently asked questions /ˈfrɪkwənsɪ əˈskd ˈkwestʃən/ noun full form of FAQ

fresnel lens /ˈfrestnəl ˈlɛnz/ noun an adjustable lens for a light source that allows the beam to be changed easily from spot to flood

fringe area /ˈfrɪndʒ əˈrɛnəs/ noun an area near the edge of a radio or television transmitter’s range, where reception may sometimes be weak or disrupted

fringe time /ˈfrɪndʒ ˈtaɪm/ noun television air time around prime time where there is usually more availability

frisket /ˈfrɪskət/ noun a thin frame that holds the paper on a hand-operated printing press, and masks any parts, such as the margins, that are not to be printed

front /frʌnt/ verb to present a television or radio programme noun the first pages of a book or magazine

front of house /ˈfrʌnt əv ˈhəʊs/ noun the areas of a theatre, cinema or concert hall used by members of the audience

front-page /ˈfrʌnt ˈpeɪdʒ/ adjective referring to news that is important or interesting enough to appear on the front page of a newspaper noun a computer fitted with a digitising card that is fast enough to capture and display moving video images, at a rate of 25 or 30 frames per second.

full nester /ˈfʊlnɛstər/ noun in marketing, an older customer who has their own home and who is interested in a good quality of life, eats in restaurants, buys new gadgets and is not influenced by advertising

full-page /ˈfʊlpẻdʒ/ adjective referring to a printed item such as an advertisement, that takes up a complete page

full scene anti-aliasing /ˈfʊl sɪnkriˈɑnti ˈɛntɪ ˈɛntɪliˈæsɪŋ/ noun a method of anti-aliasing a complete frame of a video or animation rather than just one object, which requires powerful graphics hardware

full-service advertising agency /ˈfʊlsɛrvɪs ˈædvətaɪzɪŋ ˈeɪndʒənsɪ/ full-service agency /ˈfʊlsɛrvɪs ˈeɪndʒənsɪ/ noun an advertising agency offering a full range of services such as sales promotion, design of house style, advice on public relations and market research and creating stands for exhibitions

full-wave rectifier /ˈfʊlwɛrvɛrktɪʃər/ noun an electronic circuit in which both polarities of the input alternating current are converted to the direct current output

fully connected world /ˈfʊli ˈkənˈnektɪd ˈwɜːld/ noun a world where most people and organisations are linked by the Internet or similar networks

functionalist mode /ˈfʌŋkʃəl əˈmɒnɪst məʊd/ noun a mode of media analysis that treats all behaviours as either contributing to or detracting from the general equilibrium of society. Compare Marxist mode

fundamentalism /ˈfʌndəməntəlɪzəm/ noun a return to the founding or guiding principles of something, for example a religion, without consideration for modern thought or advances

funk /ˈfʌŋk/ noun a style of popular music that derives from jazz, blues and soul and is characterised by a heavy rhythmic bass, syncopated rhythms, African tones and danceability
funky /ˈfʌŋki/ adjective 1. with the backbeat and rhythmic bass typical of funk music 2. referring to or resembling blues music
funnies /ˈfʌnəl/ plural noun US the part of a newspaper where comic strips are published
furniture /ˈʃʊrnt/ noun strips of hard material such as wood, metal or plastic that fill the spaces between and around metal type that has been set up to be printed
fuse /fjuːz/ noun part of a plug or other electrical circuit that breaks and cuts off the flow of electricity if there is a fault with the current
fuzzbox /ˈfʌz.bɒks/ noun an electronic device that distorts the sound that passes through it, especially one wired to an electric guitar and operated by foot
FX abbreviation effects
G

G /dʒɪ/ noun in the United States, Canada, Australia, and New Zealand, a film rating that means that a film or video is suitable for anyone to watch

gaffer /ˈgeɪfər/ noun the senior lighting electrician on a film shoot
gaffer tape /ˈgeɪfər teɪp/ noun strong adhesive tape used to secure equipment, wires etc. on a film shoot
gag /ɡæg/ noun a joke or comic story told by a comedian
gagging order /ˈɡæɡɪŋ ɔrˈdər/ noun an order preventing a piece of information from being published if it is against the law, particularly human rights laws

"...a spokeswoman said: "I would be grateful if you did not report Mrs Blair's trip in your newspaper tomorrow"..."
The request follows a similar gagging order from No 10 in the summer when the British media were told not to reveal that the Blairs were holidaying in Cliff Richard's villa in Barbados." [Jonathon Oliver, The Mail on Sunday] 
gallery /ˈgələri/ noun the main production control room in a television studio, where the production assistant, director and vision mixer sit. Also called production gallery
galley /ˈɡæli/ noun a long metal tray, open at one end, used for holding type that is ready for printing
galley proof /ˈɡæli pruːtʃ/, galley /ˈɡæli/ noun a proof which contains just columns of text (rather than the layout of the entire page) to be read and corrected by hand

Galtung and Ruge's model of selective gatekeeping 1965 /ˌɡæltəŋ and ˈrʌgu/ noun a model of the way in which events are selected as being newsworthy and their importance relative to each other, first passing through the media gatekeeping filter (essentially personal opinion based on experience), then the analysis of their news value

gambling /ˈɡæmbliŋ/ noun betting money or other valuables on the outcome of a game, either involving chance or skill, for entertainment
game console /ˈɡeɪm kɒnsəl/ noun a dedicated computer that is used primarily to play games, designed to connect to a television set rather than a monitor and usually used with a game controller rather than a keyboard and mouse

game controller /ˈɡeɪm kənˌtraʊəl/ noun any hand-held device used to control a video game, such as a joystick or gamepad
gamepad /ˈɡeɪmpæd/ noun a game controller used to interact with a video game, which can be held with both hands and typically consisting of buttons for directions and actions. Also called joystick
game show /ˈɡeɪm ʃəʊ/ noun a television programme in which a game is played by members of the public and a prize is awarded to the winner

gaming /ˈɡeɪmɪŋ/ noun the playing of video games for entertainment
gamma /ˈɡæmə/ noun a measure of the contrast in a developed photograph or a television image
gangsta /ˈɡæŋstə/ noun a performer of gangsta rap
gangsta rap /ˈɡæŋstə ræp/ noun a style of hip-hop music in which the lyrics tend to deal with gangs and gangsters
gantry /ˈɡæntri/ noun a high platform around the wall of a television studio giving access to the lighting rig
garage /ˈɡɛrɪdʒ/ noun a style of electronic dance music inspired by disco and house music and associated with the urban styles of hip-hop, rap and R&B

Garamond /ˈɡærəmɒnd/ noun PRINTING a Roman typeface often used in books

garble /ˈɡɑrbl/ noun 1. the act of distorting a message, piece of information or signal so that it is misleading or unintelligible 2. a jumbled or distorted message, piece of information or signal that is confusing to listen to
gate /ˈɡeɪt/ noun the part of a camera through which film passes to be exposed
gatefold /ˈɡeɪtfold/ noun a page in a book or magazine that is larger than the others, but folded in to be the same size. Also called foldout
gatekeeper /ˈɡeɪtˌkiːpər/ noun the person on a newspaper who undertakes the gatekeeping role
gatekeeping /ˈɡeɪtˌkiːpəŋ/ noun the job of deciding which news stories will and will not be covered, usually undertaken by the editor

The BBC’s Nik Gowing [said] “The challenge is how to gate-keep, to discriminate and to know how good that information is. It’s not just the press, radio, TV, but every form of transmission by whoever has the means… You watch us because you expect us to do the gatekeeping”. [Richard Doughty, The Guardian]
gateway page /ˈɡeɪtweɪ pɛɪdʒ/ noun the opening page of a website, that contains key words and phrases that enable a search engine to find it
gather /ˈɡæðər/ verb to put the printed sections of a book together ready for binding
gay, bisexual, lesbian, transgender /ˈɡeɪ bɪˈsɛksjʊəl ˌlɛzbɪən trænzˈɡɛndər/ adjective referring to minority gender and sexuality issues, particularly their representation in the mass media. Abbreviation GBLT
gazette /ˈɡæzət/ verb to report or announce something in a gazette and...
gender identity disorder 100

The rise of “female late adopters” has profound implications on a purchase decision traditionally reserved for men. Women favour mainstream retail outlets over specialist camera stores, and are more pragmatic… according to a recent IDC report on the technology “gender gap”.

[Geoff Nairn, The Financial Times]

gender identity disorder /d3end3o\ ad′dentiti d3s,\ɔnda/ noun a condition in which a person is unable to accept his or her birth gender
genderlect /d3end3elikt/ noun the idea that each gender makes different language choices, the female being more focused on bonding, intimacy and encouragement while the male concentrates on asserting independence and power
gender-neutral /d3enda\ n\ju′trəl/ adjective without reference to masculinity or femininity
gender-specific /d3enda\ spo′stfɪk/ adjective referring to or affecting only males or only females
genealogy /d3eni′ælədʒi/ noun the study of genre constructions and their cultural basis, history, formation etc.

General MIDI /d3en3(o)rəl′mi:dɪ/ noun a set of standards for a synthesiser that set out the first 128 different instrument sounds in a synthesiser and the number that refers to it. For example, 40 is always a violin.

General National Vocational Qualification /d3en3(o)rəl nəvəkənəl\ vɔr,kef(o)nəl\ kweblɪr′kef(o)n/ noun a vocational qualification which measures standards of competence in a general area of work such as performing arts. Abbreviation GNVQ
general packet radio system /d3en3(o)rəl′pi:kət′r比亚迪\ ,stɪstəm/ noun full form of GPRS
general preplanning input /d3en3(o)rəl prɪ′plenɪn\ input/ noun market research which can be used to prepare the initial stages of an advertising campaign
general view /d3en3(o)rəl vju/ noun film footage or a shot that provides background or that is used when more detailed pictures are not available, for example, the outside of a building. Abbreviation GV
generator /d3en3ərɛt\ noun a mobile source of electricity for use when filming on location
genre /d3en3ər/ noun the category or type into which a film or text falls

COMMENT: Examples of film genre are: comedy, horror, documentary, musical, Western, science fiction, action, adventure, crime, historical, war, and many more. The notion of genre also applies to books (for example non-fiction, mystery, chick lit, comic book) and to television programmes (for example soap opera, documentary, drama, news programme) as well as many other products.

genealogical /d3en3o̞lɪkəl noun
genealogist /d3en3o′lɪst/ noun a person who studies genealogy

gestural dance /d3estʃəl′dʌtɪəs/ noun the way in which two people speaking will coordinate their body language, gestures, eye contact etc. with each other
gesture /d3estʃər/ noun a movement of the body, either made deliberately to signify something or unconsciously, but which reveals something about what the person making the gesture is thinking
get /get/ verb to be able to receive a broadcast signal such as a radio or television broadcast
get out /get′aουt/ verb to publish something, especially a newspaper or magazine
ghetto blaster /′getə\ ′blæstə/ noun a large portable machine that combines a radio receiver and a cassette or CD player, having a built-in speaker at each end and a carrying handle on top
ghost /gɔst\ noun a fuzzy or weak television picture
press
Soviet Union in 1985 by lifting restric-
gions and which relies for its income on its
advertising message to advertise the same
to technology, cultural and media products
(assuming that it amounts to cultural
imperialism and poses a distinct threat to
the beliefs and values of the receiving
countries.

globalisation of culture
the spread of a dominant society’s culture into
different societies using communication
networks, either damaging or improving
(depending on your attitude) the culture
that it already has.
globalisation of news
the spread of information technology across
the world, so that ‘local’ news can be
accessed wherever you are.
global marketing
the use of a common
marketing plan to sell a product or service
everywhere in the world.
global media system
a large multinational
media corporation, such as AOL,
Disney, Sony etc.
global positioning system
a navigation system
full form of GPS.
global scrutiny
the fact of being more ‘visible’ to
others on a global scale due to increased
communication networks.
global village
the idea that the whole world can be
considered as a compact community
because of electronic communications
and information technology.
glorify
verb to make something
seem exciting and interesting,
particularly something which is generally
thought to be morally dubious such as
violence.
gloss
glossy
noun a short definition of a
word or phrase on a page that may be
unfamiliar to the reader. adjective of a
photographic print, made on shiny paper.
Compare matte
glossy
noun. a photograph
printed on shiny paper.
1. a large multinationa
media corporation, such as AOL,
Disney, Sony etc. available on a global
scale.
2. same as gloss.
glossy
noun a photographic print, made on shiny paper.
1. a large multinational media corporation, such as AOL,
Disney, Sony etc. available on a global scale.
2. same as glossy.
glossy magazine /'glosiˌmeɡəˈziːn/ noun a magazine containing many high-quality colour photographs. Also called glossy

GMT abbreviation Greenwich Mean Time

GNVQ abbreviation General National Vocational Qualification

go /ɡəʊ/ verb to take part in a television or radio programme

gobo /ˈɡəʊbəʊ/ noun a metal cut-out that is used to project a shape or lighting effect against a wall using a bright studio light

God slot /ˈɡɒd slɒt/ noun a time in a radio or television schedule when religious programmes are broadcast

go-go /ˈɡəʊ ɡəʊ/ noun a style of popular music originating in Washington D.C. in the 1970s, having a strong funk beat and often involving crowd call-and-response breaks

gold disc /ˈɡɔld dɪsk/ noun an award in the form of a golden replica of a recording that has sold in exceptionally high numbers, given to an artist by the recording company

‘Golden Age of Cinema’ /ˌɡɔldən ˈeɪdʒ əv sɪˈnɛmə/ noun the period in the late 1920s and throughout the 1930s when Hollywood studios were enjoying an unprecedented boom in the quality and quantity of output

golden oldie /ˌɡɔldənˈʃʊldə/ noun a popular music recording that was popular in the past

Golden Pen of Freedom /ˌɡɔldən pən əv ˈfreɪdəm/ noun a journalistic award, formerly presented annually by the International Federation of Newspaper Publishers

goldfishing /ˈɡɔldfɪʃɪŋ/ noun a broadcast that shows a person talking, but without the relevant sound

Gold Lion /ˈɡɔld ləʊn/ noun an award given at the Cannes International Advertising Festival

gold record /ˈɡɔld ˈrekɔrd/ noun a golden replica of a recording that has achieved a particular exceptionally high number of sales

Golf /ɡɔlf/ noun an internationally recognised code word for the letter G, used in radio communications

gonzo journalism /ˈɡɒnzəˌdʒɜːnɪzəm/ noun a type of reporting which is more concerned with recreating a mood, the pursuit of the story, the journalist’s own involvement in the situation etc. than with straight factual reporting

COMMENT: The term gonzo journalism is usually used to describe the work of US author Hunter S Thompson, who would become heavily involved in the events that he was documenting and record his own actions and the reactions of others. It is also sometimes used to describe the rambling, stream-of-consciousness writing style that Thompson was notorious for.

Google /ˈɡʊɡl/ noun the largest Internet search engine, which can search from an index of more than 8 billion webpages ■ verb to search for something on the Internet using Google

go out /ˈɡəʊ ˈaut/ verb to be broadcast on television or the radio

gopher /ˈɡɔfər/ noun a computer program that searches for file names and resources on the Internet, organising them into menus containing links to text files, graphic images, databases and further menus

gospel /ˈɡɒspəl/ noun highly emotional evangelical vocal music that originated among African American Christians in the southern United States and was a strong influence in the development of soul music

gossip /ˈɡɒspə/ noun a form of (generally female) talk that is more focused on intimacy and bonding than on exchange of information ‘…there’s no doubt that the trickiest people I’ve ever worked with have also been female. But they haven’t been bad, so much as barking mad… such diversions helped fuel the gossip that is such an essential part of a female-dominated office.’ [The Mail on Sunday]

gossip column /ˈɡɒspə kəʊləm/ noun a regular column in a magazine or newspaper where rumours and personal details about well-known personalities are printed

gossip network /ˈɡɒspə netwərk/ noun a seemingly-trivial, but emotionally important bonding group, usually of
women, based on non-confrontational intimate conversation

**goth** /ˈɡɒθ/ **noun** a style of popular music that became popular during the early 1980s, combining features of heavy metal and punk

**gothic** /ˈɡɒθɪk/ **adjective** part of a subculture in art, architecture, film and dress, which is characterised by a dark aesthetic which challenges accepted norms

**governmentality** /ˌɡəvəməntəlɪtɪ/ **noun** the theory behind government, its construction and its approach to the institutions it presides over

**GPMU** abbreviation **RADIO, TV Graphi- cal, Paper and Media Union**

**GPRS** /dʒɪps/ **noun** the technology that allows a mobile phone to make calls while maintaining a connection to the Internet. Full form **general packet radio system**

**GPS** /dʒɪps/ **noun** the use of satellite technology to identify the location of something such as a mobile phone anywhere within the world, often to within a few metres. Full form **global positioning system**

**grab** /ɡræb/ **noun** 1. same as sound bite 2. a still picture taken from a video

**grading** /ˈɡreɪdɪŋ/ **noun** the process or act of matching different shots intended for an edited sequence for quality and colour in a laboratory

**graffiti** /ɡrɑːˈfɪti/ **noun** drawings or words that are scratched, painted or sprayed on walls or other surfaces in public places

**grain** /ɡreɪn/ **noun** 1. the rough effect on a television image caused by electrical noise 2. a particle in a photographic emulsion, on whose size the extent of possible enlargement depends

**grainy** /ˈɡreɪni/ **adjective** referring to a photograph that is unclear because it has been enlarged too much

**Grammy** /ˈɡræmi/ **noun** a trade name for an award given annually for outstanding work in the recorded music industry

**gramophone** /ˈɡræməʊfən/ **noun** a machine formerly used for playing recorded sound using records and speakers

**grapevine** /ˈɡreɪvpvɪn/ **noun** an informal and unofficial communications network within an organisation that passes on information by word of mouth

**graphic** /ˈɡræfɪk/ **adjective** including a number of vivid descriptive details, especially unpleasant and disturbing ones

**governmental** /ˌɡəvərnəˈmentl/ **noun** 1. a part of a film that consists of text and illustrations, for example the title and credits 2. a printed picture, drawing or diagram

‘James Caviezel plays Christ in the powerful movie, which features graphic violence in the torture and beatings scenes.’ [Sandro Monetti, *The Sun*]

**Graphical, Paper and Media Union** /ˌɡrɑːfɪkl/ **noun** and **mediəl/ˈjuːnɪʃn/ **noun** a trade union that once represented workers in the paper and printing industries. It merged in 2004 with general manufacturing trade union **Amicus**. Abbreviation **GPMU**

**graphic design** /ˈɡræfɪk dɪˈzaɪn/ **noun** the art or skill of combining text and illustrations in the production of advertising, books and magazines

**graphic display** /ˈɡræfɪk dɪˈspleɪ/ **noun** a computer screen able to present graphical information

**graphic equaliser** /ˈɡræfɪk ˈeɪkwəlɪzaɪʃən/ **noun** a facility on an electronic machine for playing back recorded music, that allows separate adjustments to be made to the strength of sounds on different frequency bands

**graphic novel** /ˈɡræfɪk ˈnɒvl/ **noun** a work of fiction for adults, published as a comic strip

**graphics** /ˈɡræfɪks/ **plural noun** 1. illustrations and drawings (not photographs) used in the layout of a printed page 2. images created by computer or by hand, rather than by filming something ‘real’

**graphics display adapter** /ˌɡræfɪks ˌdɪˈspleɪ əˈdæptər/ **noun** a cable that allows a computer to be connected to a television or video screen to give a larger
The audience is used to calibrate equipment ably-reflective, grey-coloured card which
vertstroke superim vertstroke inferiors
groove

estimate results for a larger population group by a particular factor in order to

Greenwich Mean Time (at 0º latitude, found in Greenwich, UK) from which the local
time in all time zones is calculated. Abbreviation GMT
Greenwich Time Signal (six pips broadcast from Greenwich to mark the hour, often broadcast on radio shows
grey card (a predictably-reflective, grey-coloured card which is used to calibrate equipment
grey scale (1. the shades that are produced from displaying what should be colour information on a monochrome monitor 2. a series of shades from white to black used in displaying or printing text and graphics
grip (noun a member of a filming crew responsible for moving and setting up heavy equipment such as camera dollies
groove (verb to play jazz or dance music well, with the full support of the audience (informal)
gross (verb to multiply a survey group by a particular factor in order to estimate results for a larger population
gross audience (same as advertising impression
gross cover (the number of times a television or radio spot has been seen, based on television ratings
gross opportunity to see (to 'siz' noun the number of opportunities that an average member of the target audience will have to see the advertisements in an advertising campaign
gross rating point (a way of calculating the effectiveness of outdoor advertising, where each point represents one per cent of the population in a specific market
group (the social networks that a person is involved in, either primary such as the family, or secondary such as friendship groups, work colleagues, etc.
group system (a system of organising an advertising agency into groups, each group having specialists in creative, media, marketing services and other areas, and each group dealing with particular accounts
Grub Street (any sort of journalistic work which is dull and usually given to lower-ranking newspaper staff

COMMENT: The term comes from the former Grub Street near Moorfields in London, which was famous for its population of low-paid writers and literary reviewers.
grunge (noun a type of rock music that grew in the US in the 1980s and is influenced by punk and heavy metal
GSM (a trade name for an international wireless communications network for mobile phones
GTS abbreviation Greenwich Time Signal

guaranteed circulation (the audited circulation of a magazine that is used as a basis for calculating advertising rates

guaranteed homes impressions, guaranteed homes ratings (an advertising package offered by television companies that guarantees the advertisers that their advertising will reach a specified number of people, but leaves it to the broadcaster to choose the number and timing of the spots

Guard band (a narrow band between adjacent frequency bands (channels), which protects them from overlapping or interference

Guard book (a hardcover album which allows pages to be inserted into it, for example for showing samples or advertising material
Guard dog metaphor (the idea of the media as a sentry that sounds a warning whenever the
guerrilla marketing

‘family’ (the structure and stability of society) is threatened

Jack’s official description is an “ambient marketing agency”. The company uses projectors, works online and offers street stunts – such as an open-air acrobatic performance for Ikea where the tumblers landed on mattresses; events; and a broad set of viral, in-store and guerrilla marketing techniques.’

[Stephen Armstrong, The Guardian]

guest

guide sign

guide track

gun mike

gutter

GV

gynesis

gynocriticism
HA abbreviation high-angle

habitus /ˈhæbɪtəs/ noun the set of values, beliefs and ideas that a person acquires through their exposure to home life, schooling, social groups and so on

hack /hæk/ noun a disapproving term for a journalist

hacker /ˈhækər/ noun a person with knowledge of information systems, encryption codes etc. who breaks into systems and networks to which they should not have access

hacktivist /ˈhæktaɪvɪst/ noun a hacker with a political or social agenda

hair in gate /ˈhɛər ɪn ˈgeɪt/ noun a hair or other piece of debris that is trapped in the gate of the camera and causes problems with the picture being filmed

hairline /ˈhɛərlaɪn/ noun a very thin line on a typeface, or a typeface consisting of very thin lines

hair space /ˈhɛər speɪs/ noun the thinnest possible space between printed words or letters

hair stroke /ˈhɛər strəʊk/ noun a very thin line in writing or printing

halation /ˈhəleɪʃən/ noun a patch of blurring around a light source on a photographic image, caused by light being reflected from the back of the film

half binding /ˈhælf ˈbændɪŋ/ noun a method of bookbinding in which the spine and sometimes the corners of a book are bound in a different material from the sides

half-bound /ˈhælf baʊnd/ adjective referring to a book that is bound on the back and sometimes the corners, in a different material from the sides

half-length /ˈhælf lɛŋθ/ adjective referring to a portrait showing a person from the waist up

half title /ˈhælf ˈteɪtl/ noun 1. a title printed on the right-hand page before the beginning of a section of a book 2. the title of a book printed separately on the right-hand page before the main title page also called bastard title

halftone /ˈhæftəun/ noun a process by which shading is produced on an image by photographing it through a screen, then etching a plate so that the shading appears as dots

halo effect /ˈhæləʊ ɪˈfekt/ noun the way in which a person’s appearance or demeanour can lead an observer to make other assumptions about them – for example, that an unshaven, scruffily-dressed person would not be a conscientious worker and so would not be suitable for a job

halogen lamp /ˈhælədʒən ləmp/ noun a type of light source popular in lighting rigs, which uses quartz. It is more long-lasting than tungsten but can give off intense heat. Compare tungsten lamp

ham /hæm/ noun 1. someone, especially an actor, who performs in an exaggerated showy style 2. an amateur radio operator

verb ham it up to behave, overact, or perform a role in an exaggerated showy style

hammocking /ˈhæməkɪŋ/ noun the technique of scheduling a programme between two other highly-rated programmes to boost its viewing figures

hamper /ˈhæmpər/ noun press a story which is laid out in a strip across the whole width of the page, usually at the top

hand /hænd/ noun printing same as index

hand-held /ˈhænd ˈhɛld/ adjective 1. referring to a camera that is steadied on the shoulder of the operator rather than on
ward rhythms
simplistic female vocals over straightfor-
effect by the use of piano samples and
1990s, often achieving its emotional
evolved from rave music in the early

side
the first line is indented on the left-hand
commentary during a broadcast
to another person to take over a commentary
during a broadcast
handover /ˈhændəʊvər/ noun the act or
process of transferring control of the
commentary during a broadcast to another
person
hand press /ˈhænd pres/ noun a hand-
operated printing press
hands-free /ˈhændz ˈfriː/ adjective
referring to a device that allows a person
to use portable communications equip-
ment such as mobile phones without
having to hold them
hanging indent /ˈhæŋ ɪndɛnt/ noun a style of paragraph where all but
the first line is indented on the left-hand
side
hang time /ˈhæŋ tɑːm/ noun the amount of time a person spends visiting a
website. Longer viewing times are consid-
ered to be commercially more valuable,
on the assumption that the message is holding the viewer’s interest.

Hankey Committee Report on
Television /ˈhæŋki/ a report commissioned after World War II to
explore the usefulness of bringing back
television broadcasting, which stated that
it would provide ‘a great service’
happy hard core /ˈhæpɪ ˈhɑːrd ˈkɔːr/ noun a type of popular dance music that
evolved from rave music in the early
1990s, often achieving its emotional effect by the use of piano samples and
simpistic female vocals over straightforward
rhythms
happy talk /ˈhæpɪ tæk/ noun informal
correspondence between broadcasters during a
television news programme
hardback /ˈhɑːrdbɑːk/ noun a book with a
solid inflexible cover, usually more expensive and in a larger format than a
paperback. Also called hard cover
hard copy /ˈhɑːrd ˈkɒpi/ noun printed copy on A4 sheets
hard core /ˈhɑːrd ˈkɔːr/ noun 1. an extreme version of a type of popular
music such as punk, techno and hip-hop 2.
films, photographs or publications which
depict sexual acts in an explicit way
hard-core /ˈhɑːrd ˈkɔːr/ adjective 1.
referring to rock music with repetitive
rhythmic synthesised sounds and a fast
tempo 2. depicting sexual acts in an
explicit way
hardcover /ˈhɑːrdkʌvər/ noun same as
hardback
hard disk /ˈhɑːrd dɪsk/ noun a perma-

nent storage disk in a computer, which is not removable
hard news /ˈhɑːrd ˈnɜːrəz/ noun news
reported using merely facts and quotes
with little description or opinion.
Compare soft news
hard rock /ˈhɑːrd ˈrɔːrk/ noun a form of
rock music, usually written in a major key,
that has simple lyrics, bright, distorted
guitar effects and a strong insistent beat
hard sell /ˈhɑːrd ˈsɛl/ noun an aggres-
sive insistent way of trying to sell or advertise something
hardware /ˈhɑːrdweər/ noun in computer
science, the physical objects such as the
monitor, disc drives, keyboard etc. needed
to construct a computer. Compare soft
ware
Harlequin /ˈhɑːrlıkwɪn/ noun a tradi-
tional pantomime character who usually
wears multicoloured diamond-patterned
tights and a black mask
harmonious interaction /ˈhɑːmərɪnɪs ˌɪntərəkʃən/ noun the way in which advertising and editorial styles
reflect each other in a publication to
produce a coherent message
hate speech /ˈhæt spriːtʃ/ noun any
speech or written work which is intended
to offend or degrade a person on the
grounds of their ethnicity, sexuality, disa-

bility etc
‘A Protestant evangelical pressure
group has warned that it will try to use
the government’s racial and religious
hatred law to prosecute bookshops
selling the Qur'an for inciting religious
hated. “If the Qur’an is not hate speech,
I don’t know what is. We will report
staff who sell it. Nowhere in the Bible
does it say that unbelievers must be
killed”.’ [Stephen Bates and Julian
Glover, The Guardian]

Hays code /ˈheɪz kəʊd/ noun a set of
censorship guidelines for US films, issued
Hays office

by the Hays office in 1934. Also called Production Code
Hays office /hedəs oʊfɪs/ noun the board of censors in the USA from 1922 to 1966
H-certificate /hedz əˌcertɪfɪkət/ noun formerly, a film classification certificate that meant that the film dealt with horror themes and was unsuitable for children (now included in the X certification)
HDTV abbreviation high-definition television
head /hed/ noun a heading at the top of a text, for example a newspaper headline or a title □ verb to be or supply a heading on a printed page
headcam /hedkæm/ noun a video camera that a person fixed to a person’s head or headgear
header label /hedə ləˈbel/ noun a section of data at the beginning of a magnetic tape, that contains identification, format and control information
heading /ˈhedɪŋ/ noun a title for a paragraph, section, chapter or page
headline /ˈheidəlm/ noun 1. a title printed across a page or before a newspaper article, usually in larger heavier letters and indicating what follows it 2. the printed line at the top of a page of a book showing the page number and sometimes other information such as the title or the author’s name □ verb to provide a page or story with a title
headlines /ˈhedəlnz/ plural noun a brief summary of one of the most important items of news covered by a newspaper or a news broadcast
head nods /hed nəʊdz/ plural noun a form of body language which indicates agreement with the speaker and a desire to take a turn at speaking
headnote /ˈhednəʊt/ noun a summary at the top of a chapter or a page that summarises what follows
head of programming /ˌhed əv ‘prəʊgrammɪŋ/ noun the person whose job is to be responsible for what television or radio programmes are broadcast
headphones /ˈhedfəʊns/ plural noun a pair of earphones joined across the top of the listener’s head
headpiece /ˈhedpiːs/ noun a decorative design printed at the beginning of a chapter in a book
headroom /ˈhedrəʊm/ noun the amount of space in a photographic image between the top of the subject’s head and the top of the frame
heads /hedz/ plural noun 1. news headlines 2. the parts of a tape recorder that read the magnetic tape
headset /ˈhedset/ noun headphones, often with a small microphone to enable two-way communication
headshot /ˈhedʃɒt/ noun a photographic image of a head, especially a person’s head
head wheel /ˈhed wɜːl/ noun a wheel that keeps video tape in contact with the playing head
Health and Safety at Work Act 1974 /ˈhelθ ən ˌsɛfti ət ˈwɜːk əˌkwɪkt/ noun an act of Parliament that lays out which steps employers have to take to make sure that people are not injured at work
heavy /ˈhevi/ noun same as broadsheet
heavy metal /ˈhevi ˈmet(ə)/ noun an aggressive style of loud rock music that was most popular in the 1980s. Also called metal
heavy user /ˈhevi ˈjuːzar/ noun a person who buys or uses a larger than average amount of a product or service
heavy viewer /ˈhevi vjuːər/ noun a person who watches a lot of television, and is part of the target audience for commercials
hedge /hedʒ/ noun a mostly redundant phrase used in speech, such as ‘I think’ or ‘you know’, whose purpose is to make a statement less blunt
hegemony /ˈhɛɡəməni/ noun the prominence given to the dominant class’s ideas, values, belief systems etc., which labels those of other classes as ‘minority’, and so further controls production of future ideas, values etc.
helical scan /ˈhelɪkəl skən/ noun a method of storing data on magnetic tape in which the write head stores data in diagonal strips rather than parallel with the tape edge so using the tape area more efficiently and allowing more data to be recorded. It is used most often in videocassette recorders.
Heliochrome /ˈhɛliəʊkraʊm/ a trade name for a photograph that reproduces the
colours of the original subject very accurately.

help screen /help skrɪn/ noun the part of computer program that contains help and advice about using the application.

he/man language /hi: mæn læŋwɪdʒ/ noun language that supposedly helps to reinforce the perspective of male as the superior gender, for example the use of 'man' to mean 'human being'.

heritage /hɜrɪtɪdʒ/ noun the status, conditions, or character acquired by being born into a particular family or social class.

Herman and Chomsky's propaganda model /ˈhærəm ənd ˈtʃɒmski/ noun a model of news selection in which the overriding consideration is not threat-en ing the values, norms etc. of the power elite, in essence producing a form of propaganda.

hermeneutics /hɜrˈmiːnətɪks/ noun in aesthetic theory, the theory, practice and methodology of interpretation.

hero /hɪrəʊ/ noun in a narrative, the main character who represents 'good', who has to defeat the forces of 'evil' represented by the villain.

heroine /həˈrɔɪn/ noun in a narrative, a female hero.

herstory /hərˈstɔːri/ noun GENDER ISSUES 1, the biography or study of a particular woman or group of women 2, history as it affects women or looked at from a female perspective, especially in contrast to conventional approaches to history, which feminists see as having favoured men.

Hertzian wave /ˈhɜrtsiən/ ˈweɪv/ noun a radio wave.

heterodyne /hətərɒdən/ verb to combine two signals of different frequencies to produce two new frequencies, one equal to the sum of and one equal to the difference between the original two signals.

heteroglossia /hətərəˈɡlɒsɪə/ noun in the theories of structuralism and discourse, another 'language' that is unfamiliar to a person, for example a new perspective, voice, situation, meaning etc.

heterophily /hətəˈroʊfɪli/ noun the state in which a person has differing values, beliefs etc. to the person with whom they are interacting. Compare homophily.

heterotopia /hətəˈrɒtəpiə/ noun in the theories of structuralism and discourse, a single location in which several 'social spaces' co-exist without interrelating.

Hand-held abbreviation.

hiatus /ˈhaɪətəs/ noun a space or break where something is missing, especially in a manuscript.

hickey /ˈhɪkɪ/ noun an imperfection in print, especially one caused by dirt on the printing plate.

HICT project /aɪsɪt/ aɪkɪt/ noun a research project into Household Uses of Information and Communication Technology project.

hidden agenda /hidəˈdʒenədʒə/ noun a plan, motive, or aim underlying a person's actions that is kept secret from others.

hidden needs /hid(ə)nˈhid(ə)n plural noun secret but powerful desires which an advertiser can appeal to, such as the desire to be thought attractive or worthwhile.

COMMENT: Other hidden needs include: the need for ego gratification or power; the need to feel competent and worthwhile, the need for good health; the need for love and familial security, and many others.

hierarchy of effects /hərəˈrɛtsiki əv ˈfekts/ noun a model showing the stages in the effect of advertising on a consumer such as awareness, knowledge, liking, preference, conviction and purchase.

hi-fi /ˈhaɪ faɪ/ abbreviation MUSIC, RECORDING high fidelity.

high-angle /ˈhaɪ ˈæŋɡəl/ adjective referring to a camera shot that is taken from above the action being filmed. Abbreviation H/A.

high concept /ˈhaɪ ˈkɒnsɛpt/ noun an important and persuasive idea expressed clearly and in few words.

high-concept /ˈhaɪ ˈkɒnsɛpt/ adjective referring to a film that has popular appeal, for example big stars, fast action and glamour.

high-definition television /ˌhaɪ dɪfɪnˈtʃən/ˈtɛlvɪʒən/ noun a television system with a higher resolution than
high fidelity

110

normal television systems, allowing for a clearer picture and less flickering. Abbreviation HDTV

high fidelity /ˈhaɪ fɪˌdɛli/ noun the near-perfect reproduction of sound, with little or no distortion, that can be achieved with electronic equipment. Abbreviation hi-fi

high frequency /ˈhaɪ friˌkwɒnsɪ/ noun a radio frequency in the range 3–30 MHz or of wavelength 10–100 metres

high-key /ˈhaɪ kɪ/ adjective referring to a style of lighting in which there are few deep shadows or contrasts, giving a bright effect. Compare low-key

highlight /ˈhaɪləst/ noun 1. an area in a light tone in a picture that provides contrast or the appearance of illumination 2. the reflection of a light source in a photograph, for example the reflection of a studio light in somebody’s eye ■ verb to pick out parts of a picture with highlights to provide the appearance of illumination or prominence

high-speed /ˈhaɪ spɪd/ adjective 1. PHOTOGRAPHY referring to a very fast exposure rate, between 50 and several million frames per second 2. referring to a film that needs a very short exposure time

high-speed photography /ˈhaɪ spɪd ˈfəʊtəgrəfi/ noun a technique in which multiple shots are taken at extremely short intervals to capture a process or action too fast to see with the naked eye

hip-hop /ˈhɪp hɑp/ noun a form of popular culture that started in African American areas of New York City in the 1970s, characterised by rap music, graffiti art and breakdancing

historical allusion /ˈhɪs.tərɪkəl/ noun the act of comparing some current news event with a well-known one from the past in order to increase its news value — for example, to compare a politician involved in a cover-up scandal with Richard Nixon

historicism /ˈhɪs.tərɪsɪzm/ noun in Marxist theory, an approach that places a text in its historical setting

hit /haɪt/ noun something such as a play, musical or single which is a success with critics and audiences. ■ verb to open a particular webpage

HMI /ˈhaɪ.əmi/ noun an artificial light that reproduces the effect of daylight. Full form hydrargyrum medium iodide

hoarding /ˈhɔːdɪŋ/ noun same as billboard

hoist /ˈhɔɪst/ noun a crane used to raise a camera for a high-angle shot

holography /ˈhɒləɡrəfi/ noun the art of producing three-dimensional images which are viewable from different angles, used as a security device on items such as credit cards because they are very difficult to fake

homepage /ˈhɔʊmpɛtəs/ noun the first page that is loaded when a person opens up their browser to use the Internet

Home Service /ˈhəʊm ˈsɜːvɪs/ noun the first BBC talk radio station founded in 1939, now called Radio 4

home shopping /ˈhəʊm ˈʃɒpɪŋ/ noun shopping done from home by mail order, over the Internet or a television shopping channel

homes passed /ˈhəʊmz ˈpɑːst/ noun the number of homes that do not, but could have a cable connection easily as there is a cable to a home nearby

home video /ˈhəʊm ˈvɪdɪəʊ/ noun a video recording made at home, often a recording of family events

homology /ˈhəʊmələdʒi/ noun in Marxist theory, the way in which the structure of a media text and the structure of the social context in which it is viewed correspond

homophilic /ˈhəʊməfɪlɪk/ noun the state in which a person shares the same values, ideas, beliefs etc. as the person with
whom they are interacting. Compare heterophily
homophobia /həʊməʊfiə/ noun fear of homosexuality, expressed in a range of ways from discrimination in the workplace to using demeaning language and hostile behaviour
honeywagon /ˈhʌniˌwæɡən/ noun a portable toilet used at location film shoots and outside broadcasts
hood /ˈhʊd/ noun a cover for an appliance, or part of one, such as a camera lens
hook /ˈhʊk/ noun 1. a device to attract the attention of a viewer and keep them interested 2. same as angle 3. a pleasing and easily remembered refrain in a pop song 4. in writing or printing, a short curve of a letter that extends above or below the line
horizontal /ˌhɔrɪzənˈtɔl/ noun cooperative advertising where the advertising is sponsored by a group of retailers
horizontal integration /ˈhɔrɪzənˌteɪʃən/ noun the acquisition of a company at the same level of production in the same market sector as another company already owned. An example of horizontal integration is a newspaper magnate taking over a rival newspaper. Compare vertical integration
horror /ˈhɔrər/ adjective referring to a genre of motion picture or literature intended to provoke feelings of fear, revulsion or shock
horse-race story /ˈhɔrs rēsˈstoʊri/ noun a report of a story such as a political race with analogy to a horse race, with statements such as ‘neck-and-neck’ and ‘falling behind’
host /ˈhɔst/ noun 1. a person who welcomes and speaks to invited guests on a radio or television programme such as a chat or game show 2. the main computer that controls specific functions or files in a network. A verb to be the host of a television or radio programme
hostess /ˈhɔstɪs/ noun a woman who welcomes and speaks to invited guests on a radio or television programme such as a chat or game show
hosting /ˈhɔstɪŋ/ noun the business of putting websites onto the Internet so that people can visit them
hosting centre /ˈhɔstɪŋˌsensə/ noun a business that makes the pages of other businesses available in the Internet and guarantees maintenance of Internet links to clients housing their own processors
host service /ˈhɔstˌsɜrvɪs, ˈhɔstˌsɜrvəs/ noun a business or organisation providing connections to the Internet and storage space on its computers, which can store the files for a user’s website
Hotel /ˈhɔtəl/ noun an internationally recognised code word for the letter H, used in radio communications
hot media /ˈhɒtˈmɪdɪə/ plural noun media which require little interaction and interpretation by the audience, for example film, radio. Compare cold media
hot metal /ˈhɒtˈmɛt(ə)l/ noun 1. printing type that is cast from molten metal 2. a typesetting technique using hot metal type
hot shoe /ˈhɒtʃuː/ noun a socket on a camera to which an electronic flash can be fitted
hot spot /ˈhɒtspɔt/ noun a building or area where wireless Internet users can access a high-speed Internet connection
house /ˈhɒs/ noun 1. a style of dance music first developed by adding electronic beats to disco records, and later characterized by the addition of repetitive vocals, extracts from other recordings, or synthesized sounds 2. a media organisation
house agency /ˈhɑːsˌɛdʒənsi/ noun an advertising agency owned and used by a large company, and which other companies may also use
households using television /ˌhɔushəʊldzˌjuːtɪvɪzɪŋˌteɪvˈɪz(ə)n/ noun the percentage of homes watching television during a specific time period and within a specific area. Abbreviation HUT
Household Uses of Information and Communication Technology project /ˌhɑːshəʊldˌjuːstɪs.tektəˈmɒnɪkˌprɒdʒɛkt/ project
house music /ˈhɑːsˌmjuzɪk/ noun music same as house
house organ /ˈhɑːsˌɔrgan/ noun a magazine published by a company for its employees and clients, containing details
house style
about the company, its products and its workers

house style /ˈhaus ˈstайл/ noun in the style that is characteristic of a particular organisation, for example a newspaper article written in the house style will use the particular language, structure, layout etc usually used by that publication

House Un-American Activities Committee /ˈhaus ʌnˌamerɪkən ˈæk tɪvɪtɪz kɔˌmi tɪ/ noun a witch-hunt committee in the US that ran from 1938–69, which was formed to hunt for subversives and Communists and ‘root them out’. Abbreviation HUAC

howl /ˈhɔːl, ˈhɔʊrround/ noun same as feedback

HTML /ˈɛtl/ tiː em ˈɛl/ noun a set of codes used for writing and displaying webpages. Full form hypertext mark-up language

HUAC abbreviation House Un-American Activities Committee

hub /ˈhʌb/ noun a control room in a television studio that is dealing with a very large number of outside feeds, for example for a special event

huckster /ˈhʌkstə/ noun a publicity agent or writer of advertising copy, especially for broadcasting

hue /ˈhuː/ noun 1. a colour or shade of a colour 2. a property of a colour that enables it to be perceived, determined by its dominant wavelength

human interest story /ˌhjuːmən ˈɪntrəst, ˈstɔːri/ noun an emotive piece of reporting that touches on issues that are important to all people, usually telling the story of one or a few people’s experiences

humanism /ˌhjuːmənɪzəm/ noun the philosophical view that the ‘person’ or individual is of more importance than any religious or spiritual power

Human Rights Act 2000 /ˈhjuːmən ˈrɑːts, ˈɛkt/ noun the act of Parliament which incorporated the European Convention on Human Rights into British law, protecting the right to freedom of thought and expression without persecution

Human Rights Watch /ˌhjuːmən ˈwɔtʃ/ noun an independent organisation that monitors human rights infringements across the globe

humorist /ˈhjuːmərɪst/ noun a performer or writer of comic material

hunch marketing /ˈhʌntʃ ˌmɑrkɪtɪŋ/ noun the process of making marketing decisions following a hunch, rather than relying on market research

Hunt Committee Report on Cable Expansion and Broadcasting Policy /ˈhʌnt/ noun a 1982 report on the available market for and proposed regulations on cable and satellite broadcasting in the UK

HUT abbreviation households using television

hybrid /ˈhɜːbrɪd/ noun a combination of cultural forms (styles of music, genres of film etc.) resulting in a new form, or one that is popular with the audiences of both the original forms. a masala, cross-over hybridity /ˌhɜːbrɪdəti/ noun in cultural theory, a term which describes the cross-breeding and interwining of different identities

hype /ˈhaɪp/ noun 1. greatly exaggerated publicity intended to excite public interest in something such as a film or theatrical production 2. a widely publicised person or thing • verb 1. to promote someone or something with intense publicity 2. to artificially boost sales of a pop music recording by paying people to buy it in large quantities

hyperbole /ˈhaɪpərboʊl/ noun exaggeration or over-statement for literary effect, not intended to be taken literally

Meyer’s book, DC Confidential, the first insider’s account of the decision making that led to war, is described with questionable hyperbole by his publisher as ‘one of the most important political memoirs of the decade.’. [The Sunday Times]

hyperfocal distance /ˌhɪpərˈfəʊkəl dɪˈstəns/ noun the distance between a camera lens and the point beyond which everything appears in focus when the lens is focused at infinity

hyperlink /ˈhaɪpərlɪŋk/ noun a word, image or button on a webpage or multimedia title that moves the user to another page when it is clicked

hypermotion /ˌhaɪpəˌmətʃən/ noun computer software and hardware that supports the linking of graphics, audio and video elements, and text and allows interaction between any of them
hyperreality /ˌhɑːpəˈreɪlɪti/ noun in postmodernist theory, the suggestion that the way in which a copy (of an event, object, media text etc.) selects and imitates reality makes it 'more real than real', a preferred form of reality to the original

hypersensitise /ˌhɑːpəˈsɛnsɪtɪz/ verb to treat a photographic emulsion to increase its speed

hypertext /ˌhɑːpəˈtekst/ noun 1. a piece of highlighted text on a webpage that can be clicked on to link to another page 2. the way in which technology makes it more possible to produce, access and interact with texts than before

text hypertext mark-up language /ˌhɑːpətekst ˈmɑrkjuːpˌlɛŋwɪdʒ/ noun full form of HTML

hypodermic model /ˌhɑːpəˈdɛrmɪk ˈmɔdl/ noun a model of communications that holds that an intended message in a media product will be accepted wholly and without question or interpretation by the receiver. Also called magic bullet

hypoing /ˌhɑːpəˈwɪŋ/ noun using special promotions to increase the audience of a television station during the sweep periods and so affect the ratings

hypothesis /ˌhɑːpəˈθɛsɪs/ noun a tentative explanation for a phenomenon, used as a basis for further investigation
ICP /aɪsˌbɜːkgˌprɪzmɪəpə/ noun the principle that strong needs and desires lie deep in the human personality and that advertising must work at this level if it is to be effective

icon /aɪkən/ noun 1. a film or music superstar, seen as a good role model 2. in semiotics, a sign or symbol that represents a real object. Compare arbitrary signifier

iconography /aɪkəˈnɒgrəfi/ noun the study of iconic symbols

iconoscope /aɪkəˈnɒskəp/ noun an early form of television camera tube in which a beam of high-velocity electrons converts an image into electrical impulses to produce a picture signal

IDD /aɪˈdɪəlɒdʒi/ noun a telephone line which allows international calls to be made directly. Full form international direct dial

idealist /aɪdəˈlɪzət/ noun the philosophical view that reality is only a creation of the mind based on perceptions of and ideas about it.

ideational function of language /ˌaɪdɪˈɛʃənl fonˈjuːkʃən/ the use of language to express ideas and feelings, or to interpret and construct viewpoints etc. Compare interpersonal function of language

ident /ʌɪdɛnt/ noun a visual image that appears briefly between television programmes to identify a television channel

ident clock /ʌɪdɛnt klɒk/ noun a black and white graphic screen on a video just before the start of a programme, which contains production details and a clock that counts down to the start

identification /aɪˌdɛntɪˈfækʃən/ noun the ability of people to identify and sympathise with a fictional character

identity /aɪˈdɛntɪtɪ/ noun the individual characteristics of a person that most define them

ideological presumption /ˌaɪdɪˈloʊdʒɪkəl prɪˈzɛnʃən/ noun the idea that the media are ideologically implicated in the messages that they shape and transmit

ideological state apparatus /ˌaɪdɪˈloʊdʒɪkəl stætˈæpərətəs/ noun in Marxist theory, the ways in which a society imposes its ideology on its citizens, either by coercion through such mechanisms as the law, or by persuasion by religious beliefs or the family
imagined community

ideology critique /ˈaɪdɪəˌnɪdʒɪˌkrɪt/ noun in Marxist theory, the study and analysis of ideology, its mechanisms and structures

ideology of romance /ˈaɪdɪəˌnɪdʒɪˌəvˈrəʊməns/ noun the way in which the mass media impose romantic, subordinate, patriarchal ideals onto women

idiolect /ˈɪdɪəˌlɛkt/ noun a person’s individual dialect, the exact way that they choose to use language to express themselves

idiot board /ˈɪdɪət ˈbɔːrd/ noun a handheld board with a presenter’s or actor’s lines written on it, in case they forget what to say. Also called idiot card

idiot box /ˈɪdɪət ˈbɒks/ noun television, or a television set (informal)

idiot tape /ˈɪdɪət ˈteɪp/ noun a continuous tape for a typesetting machine, containing text but no formatting except markers for new paragraphs

IFB abbreviation interruptible foldback

IFG abbreviation International Federation of Journalists

illuminate /ˈɪljuːmɪnət/ verb to decorate a letter or a page with colour, gold or silver ornamentation

illumination /ˈɪljuːmɪˈneɪʃən/ noun a decorated letter, design or illustration on a manuscript or page, or the art or act of decorating written texts

illusionism /ɪˈluːzənɪzəm/ noun the techniques used to make artistic representations resemble reality

illustration /ɪˈluːstreɪʃən/ noun the art or process of producing or providing pictorial matter to accompany a text

image /ˈɪmɪdʒ/ noun 1. a picture, photograph or diagram 2. how something is represented to the outside world, the reputation or general understanding of something or somebody

COMMENT: The public image of a figure such as a celebrity or politician is something in which the media are heavily implicated. By judiciously reporting and emphasising certain events over others, a person can be made to appear untrustworthy, reliable, wild, family-oriented, good at their job, crazy, dynamic, or attributed any other characteristics.

image advertising /ˈɪmɪdʒ ˌædvətərsɪŋ/ noun advertising with the aim of making a brand or company name easily remembered

‘Of all major drug marketers, GlaxoSmithKline has done the most to restore consumers’ faith… running a campaign reminding people that the business is mostly about researching cures for Parkinson’s and Alzheimer’s. GSK is not alone. Through August, corporate image advertising by all drug companies was up 33%, to $270 million, according to Nielsen Monitor-Plus.’ [Jim Edwards, Brandweek]

image area /ˈɪmɪdʒ ˈeərɪə/ noun a region of microfilm or display screen on which characters or designs can be displayed

image compression /ˈɪmɪdʒ ˈkɒmˌprɛʃən/ noun the process of compressing the data that forms an image

image degradation /ˈɪmɪdʒ ˈdɪɡrəˈdeɪʃən/ noun the loss of picture contrast and quality due to signal distortion or bad copying of a video signal

imagemap /ˈɪmɪdʒˌmeɪp/ noun a graphic image on a website that has areas of the image defined as hyperlink hotspots that link to another webpage

image processing /ˈɪmɪdʒ prəˈsɛsɪŋ/ noun the analysis of information contained in an image, usually by electronic means or using a computer which provides the analysis or recognition of objects in the image

image processor /ˈɪmɪdʒ prəˈsɛsər/ noun an electronic or computer system used for image processing, and to extract information from the image

image resolution /ˈɪmɪdʒ ˌrɪˈzaʊərəs/ noun the number of pixels in an image. The higher the number, the clearer the image will be.

image retention /ˈɪmɪdʒ ˌriːˌtɛnʃən/ noun the time taken for a television image to disappear after it has been displayed, caused by long persistence phosphor

imaginary /ˈɪmədʒəˌnerɪəl/ noun existing only in the mind, not in reality

imagined community /əˌmɛdʒəd ˈkɒməntɪ/ noun the idea that people do not bond and form a community according to territorial boundaries, but according to shared ideas
imaging system 116

imaging system /ˌɪmˌdʒɪstɪəm/ noun equipment and software used to capture, digitise and compress video or still images.

IMAX /ˈaɪmæks/ a trade name for a large-format film projection system that uses a cinema screen that is ten times larger than a conventional screen and compatible with 3-D technology.

immediacy /ɪˌmɪdɪəsɪ/ noun how recently a news story being reported actually happened, a key news value.

immersion /ɪˈmɪʒən/ noun the state of being totally surrounded by something such as a culture or language by being in the country from which it originates.

impact /ɪˈmækt/ noun 1. the powerful or dramatic effect that something or someone has. 2. one person viewing one 30-second advertisement, once only. Used in measurements of advertising exposure and reach.

impact plan /ɪˈmækt plæn/ noun an extensive poster advertising campaign.

impact printer /ɪˈmækt ˈprɪntər/ noun any printing device such as a traditional typesetter, in which ink is pressed onto the paper by the printing element.

impact scheduling /ɪˈmækt ˈskedjʊlɪŋ/ noun the practice of running advertisements for the same product close together so as to make a strong impression on the target audience.

impartiality /ɪmˈpɑːrəlɪtɪ/ noun the idea of being completely objective and unbiased in reporting news.

‘Sir Christopher Meyer was resisting fresh demands to step down as head of the Press Complaints Commission yesterday... In his letter, leaked to The Observer, Mr Prescott [wrote]: “How can I or others criticised in your book come to the PCC in future and expect impartiality when you have made it clear you are anything but?”’ [George Jones, The Daily Telegraph]

imperfect competition /ɪmˈpærɪkt ˈkɒmpərətʃən/ noun a situation in which market forces are dependent on those buying and selling, and can be easily influenced by them. Compare perfect competition.

imperial /ɪmˈprɪərəl/ noun the largest of the traditional UK and US paper sizes. The UK imperial measures 559 x 762 mm/22 x 30 in. The US imperial measures 584 x 838 mm/23 x 33 in.

imperialism /ɪˈmɒrɪəlɪzəm/ noun the policy or practice of one country ruling over one or more others by means of physical occupation and the assumption of governmental powers.

implication /ɪmplɪˈkeʃən/ noun something which is not said but is assumed to already be known.

impose /ɪmˈpəʊz/ verb to order the pages of a book or magazine correctly for printing and folding.

imposition /ɪmpəˈzɪʃən/ noun the skill or act of setting up and ordering pages for printing.

impression /ɪmˈpreʃən/ noun 1. a particular version of a printed book. 2. the total number of copies of a book printed at one time, or the printing of these.

impression cover /ɪmˈpreʃən kəvər/ noun the amount of advertising necessary to ensure the required number of advertising impressions.

impressionist /ɪmˈpreʃənist/ noun 1. a performer who impersonates well-known people in a humorous exaggerated way. 2. an artist, writer or composer whose work is in the style of Impressionism, especially one active in France at the end of the 19th century.

impressionistic /ɪmˈpreʃəstɪk/ adjective relating to or reminiscent of the style of the impressionists in painting or music.

impression management /ɪmˈpreʃən ˈmænɪジェmənt/ noun the art of presenting yourself to others, highlighting your most attractive features and hiding others.

imprimatur /ˌɪmprɪˈmeɪtər/ noun permission for a book or other work to be published, now usually confined to religious works sanctioned by the Roman Catholic Church.

imprint /ɪmˈprɪnt/ noun the name and address of the printer and publisher of a newspaper, printed on every newspaper as a legal requirement.

impro, improv noun same as improvisation.

improvisation /ˌɪmprəˈviːzəʃən/ noun 1. something performed or done without any preparation or set text to follow. 2. the skill or creative process of...
creating and performing something without any preparation or set text to follow

improvise /ɪmprəvəz/ verb to perform or compose something, especially a sketch, play, song, or piece of music, without any preparation or set text to follow

Impulse Pay-Per-View /ɪmpləs pɛɪpərˌvjuː/ noun a form of pay-per-view television that does not have to be ordered in advance, but can be purchased on the spot. Abbreviation IPPV

incorporation /ɪnˈkɔrəpərəʃən/ noun the act of a company becoming a single entity with an individual or another company, also called a merger

incentive marketing /ɪnˈsentɪv markɪŋ/ noun any additional incentives to buy apart from advertising, for example free gifts

inch rate /ɪnʃ ˈreɪt/ noun an advertising rate for periodicals, calculated on a normal column width, one inch deep

incidental music /ˌɪnˈsidəntəl mjuːzɪk/ noun music specifically written to be played at the same time as the action of a film, play or television programme

incorporation /ɪnˈkɔrəpərəʃən/ noun the way in which underground cultural forms are absorbed and ‘softened’ by popular culture, as happened with punk

incunabulum, incunable /ɪnˈkʌnəbələm, ɪnˈkʌnəbl/ noun a book printed before 1501

Indian /ˈɪndɪən/ adjective relating to India, its inhabitants, or one of their languages

Indian Broadcasting Authority /ˈɪndɪən ˈbɜːrdʒɪstɪk əˌθɔrɪti/ noun the regulatory body that controlled television and radio broadcasting from 1974 until 1990, when it was replaced by the Broadcasting Standards Commission, the Independent Television Commission and the Radio Authority. Abbreviation IBA

Independent Television /ˌɪndɪpedənt ˈtelɪvɪʒən/ noun a British commercial television station. Abbreviation ITV

Independent Television Commission /ˌɪndɪpedənt ˈtelɪvɪʒən ˈkɒmɪʃən/ noun a council made up of representatives from each of the independent companies which form the ITN. Abbreviation ITVA

Independent Television Authority /ˌɪndɪpedənt ˈtelɪvɪʒən əˌθɔrəti/ noun a council made up of representatives from each of the independent companies which form the Independent Television Authority. Abbreviation ITVA

Indian Independent Television Association /ˌɪndɪpedənt ˈtelɪvɪʒən əˌθɔrəti əˌsəʊsɪeɪʃən/ noun a council made up of representatives from each of the independent companies which form the Independent Television Association. Abbreviation ITVA

Indian Independent Television Company /ˌɪndɪpedənt ˈtelɪvɪʒən əˌθɔrəti əˌsəʊsɪeɪʃən/ noun a company with a franchise to broadcast as part of the ITV network

Independent Television Network /ˌɪndɪpedənt ˈtelɪvɪʒən əˌθɔrəti əˌsəʊsɪeɪʃən/ noun the group of independent television companies who share the single ITV channel

index /ˈɪndɛks/ noun 1. a front-page list of the contents of a newspaper 2. a symbol that calls attention to a particular section or paragraph in a piece of text. Also called fist 3. a list of books which must not be read, especially on religious grounds 4. a measurement used in statistics in relation to a norm of 100 — so that an index of 140 would mean that the measurement was 40% higher than the norm

indexical /ˌɪndɪkəsəkl/ adjective in semiotics, relating to something which shows the value of something else, such as a thermometer displaying heat on an rising scale of numbers

India /ˈɪndɪə/ noun an internationally recognised code word for the letter I, used in radio communications
indications

indications /ɪn'dɪkeɪʃənz/ plural noun non-verbal cues used in interpersonal communication, such as nodding, folding the arms, frowning etc.

indie /ɪndɪ/ adjective referring to music produced by small independent record companies, or artists who play the type of music recorded by such companies. ■ noun a small independent record or film company

indirect channel /ɪn'dərekt ʃən/ noun a sales method where wholesalers and retailers are used to sell a product, as opposed to using a direct sales force

individualist /ɪndɪˈvɜːdʒuəlist/ adjective referring to a culture in which an emphasis is placed on the rights and desires of an individual rather than of the larger community. In these cultures, personal achievement and assertiveness is prized and there is a strong sense of competition. Independence is also seen as more important than conformity. Compare collectivist

indoculation /ɪndəˈkʌləʃən/ noun a negative and controversial term referring to a culture in which an emphasis is placed on the rights and desires of an individual rather than of the larger community. In these cultures, personal achievement and assertiveness is prized and there is a strong sense of competition. Independence is also seen as more important than conformity. Compare collectivist [James McGregor, The Observer]

inductive reasoning /ɪnˈdaktɪv 'rɪzn/ noun the use of observations of a single event to draw more general conclusions. Compare deductive reasoning

industrial advertising /ɪnˈdəstrɪəl ˌɛdvəˈtɑːrɪŋ/ noun advertising to businesses, not to private individuals

industrialisation /ɪnˈdəstrɪəlɪzaʃən/ noun the adoption of industrial methods of production and manufacturing by a country or group, with all the associated changes in lifestyle, transport, and other aspects of society

inferior /ɪnˈfɪərɪər/ adjective referring to characters written slightly lower than the rest of the line, for example the ‘2’ in ‘CO₂.’ ■ noun a character written slightly lower than the line

infinity /ɪnˈfɪnləti/ noun a point sufficiently far from a lens or mirror that the light emitted from it falls in parallel rays on the surface

infibulation /ɪnfləˈbeɪʃən/ noun advertising on television screens inside a plane

infibulation /ɪnfləˈbeɪʃən/ noun advertising on television screens inside a plane

infographic /ɪnfəˈgrəfi/ noun a diagram that presents information visually, often with the use of charts, graphs, and other visual elements

information architecture /ɪnˌfɔːrmeɪˈtʃən æktʃərəˈtʃɪkəl/ noun the methods used in designing the navigation, search and content layout for a website

information blizzards /ɪnˌfɔːrmeɪˈfɔːnˌblɪzədz/ noun the overload of information that the media exposes people to, which is difficult to take in and make sense of

information gap /ɪnˌfɔːrmeɪˈfɔːnˌgæp/ noun the divide between those with access to information and those with none

information line /ɪnˌfɔːrmeɪˈfɔːnˌlaɪn/ noun a line running across a computer screen that gives the user information about the program being executed or the file being edited

information management /ɪnˌfɔːrmeɪˈfɔːnˌmænɪˈdʒmənt/ noun the task of controlling information and the flow of information within an organisation, which
involves acquiring, recording, organising, storing, distributing and retrieving it

**information overload** /ˌɪnfəˈmeɪʃn ˈɔvərlaʊd/ noun having too much information to process

‘DAVID AYLWIN, founder and managing director [of the Training Association], said: “With the huge explosion in emails and web pages, the average number of hours people spend having to read in a day is between four and seven. People are suffering from information overload. They need to update the reading skills they were taught when they were five’.” [Mary Morgan, The Daily Mail]

**information processing model** (ˌɪnfəˈmeɪʃn ˈprəsəsɪŋ ˈmɒdəl) noun a way of evaluating the effect of advertising in which the receiver of the message is regarded as somebody who processes information and deals with problems

**information rate** /ˌɪnfəˈmeɪʃn ˈreɪt/ noun the amount of information content per character multiplied by the number of characters transmitted per second

**information retrieval** /ˌɪnfəˈmeɪʃn ˈrɪtrɪv(ə)l/ noun the process of locating quantities of data stored in a database and producing useful information from the data

**information retrieval centre** /ˌɪnfəˈmeɪʃn ˈrɪtrɪv(ə)l ˈsentər/ noun a research system providing specific information from a database for a user

**information science** /ˌɪnfəˈmeɪʃn ˈsɑnsəs/ noun the study of the processes involved in the collection, categorisation and distribution of information

**information society** /ˌɪnfəˈmeɪʃn ˈsəsiəti/ noun a society in which every-body has full and free access to information for the sake of personal and community development

**information storage and retrieval** (ˌɪnfəˈmeɪʃn ˈstoʊrɪŋ ænd ˈrɪtrɪv(ə)l) noun the techniques involved in storing information and retrieving data from a store

**information superhighway** (ˌɪnfəˈmeɪʃn ˈsuəpərhaʊwaɪ) noun the worldwide computer network that includes the Internet, which permits the high-speed transfer of many different forms of data, including voice, video and text

**information technology** (ˌɪnfəˈmeɪʃn ˈteknələdʒi) noun the whole range of communications technologies, including those used in television, radio, print media and the Internet

**infotainment** (ˌɪnfəˈteɪnmənt) noun information presented in an entertaining and engaging way. This term is often used pejoratively. Also called docutainment

**infrared photography** (ˌɪnfrərd ˈfɔrgrəfeɪʃn) noun photography with film that is sensitive to infrared light and can be used for taking pictures at night, in misty conditions or to detect camouflaged objects

**ingénue** (ˌɪŋəˈdʒuː) noun a naive inexperienced young woman

**ingredient sponsored cooperative advertising** /ˈɪndʒrɪdnt ˈspɒnsəd ˈkɔopərətɪv ˈædvətɪzɪŋ/ noun advertising sponsored by the producers of raw materials, that aims to encourage the production of products that use these raw materials

**inherenent drama** (ɪnˌhɛrənt ˈdrʌmə) noun advertising that emphasises the benefits of purchasing a product or service, such as the speed of a car, the nutritional value of cereals, etc.

**inheritance factor** /ɪnˈhɛrəns ˈfæktr/ noun a situation in which the programme’s ratings rise if it is aired after a popular programme, resulting from button apathy

**in-home viewing** /ɪn haʊm ˈvjuːɪŋ/ noun television viewers who are watching in private homes only. Compare out-of-home viewing

**in-house** /ɪnˈhaus/ adjective within the same company

**in-house agency** /ɪn haʊs ˈɛnhausənsi/ noun an advertising agency which is owned and operated by a company and is responsible for the company’s advertising programme

**initial** (ɪnˈʃʊəl) noun the large and often decorative first letter of a verse, paragraph, page, chapter or work

**inject box** /ɪnˈdʒɛkt bɒks/ noun, inject point /ɪnˈdʒɛkt ˈpɔɪnt/ noun BROADCAST same as feed point
ink /ɪŋk/ noun publicity, especially in the print media | verb to cover with ink, usually in preparation for printing

ink in /ɪŋk ɪn/ verb to apply ink to a surface before printing

input /ɪnˈpʊt/ input/verb to type something into a computer | noun a contribution to something, especially comments or suggestions made to a group

input/verb to type something into a computer | noun a contribution to something, especially comments or suggestions made to a group

insulation effect /ɪnˈsʌləti ˈɛfɛkt/ noun the ability of an audience to resist being persuaded of something if they are warned beforehand that an attempt to persuade them is about to take place

in-point /ɪnˈpɔɪnt/ noun the point at which a piece in an edited sequence should start

inquiry test /ɪnˈkwɛri ˈtest/ noun a method of measuring the effectiveness of advertising based on responses following the advertisement such as requests for information, phone calls or the number of coupons redeemed

INS abbreviation PRESS International News Service

insert /ɪnˈzɛst/ noun 1. a piece of extra text added into text that has already been written 2. same as loose insert

insert shot /ɪnˈzɛstʃot/ noun a close-up shot of an item, headline, etc., inserted into a filmed scene to show the audience what the character in the scene can see

inside back cover /ɪnˈsaɪd ˈbek ˈkævr/ noun the page on the inside of the back cover used for advertising

inside story /ɪnˈsaɪd ˈstraɪ/ noun a piece of reporting based on the first-hand experiences of those inside a company or organisation in the news – either the reporter or his or her sources

Richard Owen, The Times

instant messaging /ɪnˈstænd ˈmesɪŋ/ noun software which allows computer users to send short messages in real time which appear on another user’s screen

instant replay /ɪnˈstænd riˈpleɪ/ noun an immediate playback of a videotape, usually in slow motion and to show a particular moment in a sporting event on television

institution /ɪnˈstɪtʃən/ noun the cultural and political conventions within which media products are constructed and disseminated

institutional advertising /ɪnˌstɪˈtʃən ˈædˌvɜːrɪzɪŋ/ noun advertising an organisation rather than a product

institutional documentary /ɪnˌstɪˈtʃənɪˈdɒkjuˈməntəri/ noun a documentary based in and around a place of work such as a hospital

instrument patch /ˈɪnstrəmənt ˈpætʃ/ noun a piece of extra text that has already been written same as loose insert

insulating tape /ɪnsjʊlətɪŋ ˈteɪp/ noun special tape that is used to make electrical wiring safe to touch

integrating /ɪntˈgreɪtɪŋ/ verb to apply ink to a graphic image that is part of a webpage

integrated information response model /ˈɪntˌgreɪtɪd ɪnˈfæməʃən ˈrɪspɔns ˈmɔdəl/ noun a model showing the response process to an advertising message which suggests that advertising leads to a low acceptance rate of information, but that after trials of the product the acceptance rate increases and this in turn leads to brand loyalty

integrated marketing /ɪntˌgreɪtɪd ˈɪntəgrətɪd ˈmərkwərɪŋ/ noun co-ordination of all of a company’s marketing activities in establishing marketing strategies such as packaging, media promotion or after-sales service

Integrated Services Digital Network /ɪntˌgreɪtɪd ˌsɪstriˈdʒɪŋ ˈnektrəˈnetwɜːk/ noun an adaptor that uses digital technology to increase the bandwidth of a telephone line. Abbreviation ISDN

integration /ɪntˌgreɪʃən/ noun the way in which new ideas and values become part of the established social system
Intel Indeo /ˌɪntɛl ˈɪndiəʊ/ a trade name for software technology developed by Intel that allows a computer to store and play back compressed video sequences.

**intellectual** /ˌɪntɪˈlektʃuəl/ noun a person who has expertise and education in some field and so can speak with authority.

**intellectual property** /ˌɪntɪˈlektʃuəl prəˈpɜrteɪ/ noun ideas, designs and creative material that are deemed to "belong" to a person and should be protected from theft or use by others.

**Intelsat** /ˌɪntəlsæt/ noun an international organisation that owns and operates the communications satellites that orbit Earth.

**intensity** /ɪnˈtɛnsəti/ noun the amount of coverage and attention given to a particular news story, often at the expense of other stories.

**interabang** /ˌɪntəˈræbæŋ/ noun another spelling of **interrobang**.

**interactive** /ɪntərˈæktɪv/ adjective referring to a system or piece of software that allows communication between the user and the computer in conversational mode.

**interactive advertising** /ˌɪntər ˈæktɪv ˌædvəˈteɪzɪŋ/ noun advertising that requires some input from its audience, usually found on the Internet or through other new technology forms.

**interactive media** /ˌɪntərəˈktrɪv ˈmɪdɪəs/ plural noun media that provide two-way communications between users and their machines or systems and enable users to control their systems and obtain responses from them in real time.

**interactive multimedia** /ˌɪntərəˈktrɪvˌmɪdɪəˈmɪdɪə/ noun a multimedia system in which users can issue commands to which the program responds, or control actions and control the way the program works.

**interactive television** /ˌɪntərəˈteɪv.tv/ noun television which allows the user to take part in quizzes, vote in competitions, access more information etc. through their remote control. Abbreviation ITV

**interconnect** /ˌɪntəˈkəʊnekt/ noun two or more cable systems joined together for advertising purposes so as to give a wider geographical spread.

**intercultural communication** /ˌɪntəˈkʌltʃərəl kəˈmjuːnɪkeɪʃən/ noun communication between people who are from different cultural or social backgrounds.

**intercut** /ˌɪntəˈkʌt/ verb to cut back and forth between filmed scenes or shots of different events or time periods to give the impression that they are taking place at the same time.

**interference** /ˌɪntəˈfərəns/ noun unwanted signals from other sources that disrupt radio, telephone or television reception.

**interframe coding** /ˌɪntɪˈfrɛm ˈkəʊdɪŋ/ noun a system for compressing video images, in which only the differences between each frame are recorded.

**interior** /ɪnˈtɪəriər/ noun 1. the inside of a building, a scene filmed inside a building; 2. a painting or photograph of the inside of a building.

**interlace** /ˌɪntərˈleɪs/ verb to build up an image on a television screen using two passes to create two picture fields. One displays all the odd-numbered lines, the other all the even-numbered lines. The aim is to reduce the flicker effects on the television picture.

**interlaced scanning** /ˌɪntərˈlesd ˈskændɪŋ/ noun a technique for producing an image on a television or computer screen that is clear and correctly aligned in the vertical plane. It involves scanning first all the odd numbered lines and then all the even numbered lines in the screen image.

**intermedia** /ˌɪntərˈmiːdiə/ noun a comparison of different media to decide how suitable they are for advertising.

**international direct dial** /ˌɪntərˈneʃənəl dəˈrekt ˈdæriəl/ noun full form of IDD.

**International Federation of Journalists** /ˌɪntərˈneʃənəl fəˈdʒʊrnlɪstz/ noun an organisation formed to campaign for freedom of the press across the globe. Abbreviation IFJ.
international media

International Federation of Newspaper Publishers /ˌɪntəmɪəˈɛfən/ əˈʃainəl ˈfɛdərəʃon əˈʃainəl /ˌɪntəmɪəˈɛfən/ əˈʃainəl 'ˌfɛdərəʃon a news agency that was the subject of controversy in 1918 when it was accused of 'lifting' stories from a rival agency, Associated Press. Abbreviation INS. © Doctrine of Misappropriation

international /ˈɪntəmɪəl/ noun advertising media that cover several countries and can be used to reach audiences in them

International News Service /ˌɪntəmɪəˈɛnˌsɛrvɪs/ əˈnɛsərvɪs a news agency that was the subject of controversy in 1918 when it was accused of 'lifting' stories from a rival agency, Associated Press. Abbreviation INS. ©

International Telecommunication Union /ˌɪntəmɪəˈɛnˈtɛlɪkəˌmjuːznəl ˈkɛrɪfənˌʃən/ nəˈjuːznəl 'ˈkɛrɪfənˌʃən an organisation that promotes international cooperation in telecommunications and assigns radio frequencies for various purposes. It was founded in 1865 and affiliated with the United Nations in 1947. Abbreviation ITU.

internaut /ˈɪntənɔt/ noun an Internet user, especially a habitual one

’some analysts, Netbridge’s greatest weakness is the lack of a coherent portal that would draw sufficiently large volumes of traffic — and notably internauts willing to spend money or draw advertisers.’ [Andrew Jack, The Financial Times]

Internet phenomenon /ˈɪntənɛfnəmən/ noun something such as a person, site or image that captures the attention of multiple Internet users and becomes a fad that quickly spreads. Viral advertising tries to take advantage of this.

Internet protocol /ˈɪntənɛt prəˈtɔkəl/ noun the standard that controls the addressing and format of data transmitted over the Internet.

Internet Relay Chat /ˌɪntənɛt ‘riːlɛt /ˈɛlɛt/ noun software that allows users to join chat rooms and post instant messages that other users can read and reply to in real time. Abbreviation IRC.

Internet service provider /ˌɪntənɛt ˈsɜːrvɪs pərˌvɛrdəl/ noun a company that sells connections providing access to the Internet. Abbreviation ISP. Also called access provider

Internet telephony /ˌɪntənɛt ˈteɪlɪfən/ noun a system that allows users to make telephone calls using the Internet to carry the voice signals. To make a call, users need a computer with a sound card fitted and a microphone and loudspeaker plugged in, and special software that manages the connection and transfers the voice data over the Internet.

internship /ɪnˈtrɛnʃ(ə)l/ noun same as work experience

interpellation /ɪnˈtɛrpələʃ(ə)n/ noun in Marxist theory, the way in which people are addressed and how this relates to their position in society.

interpersonal communication /ɪnˈtɛrprətəs(ə)nəl ˌkərɪfənˌʃən/ nəˈləʊn any communication between two people, whether verbal or non-verbal.

interpersonal framing /ɪnˈtɛrprətəs(ə)nəl ˈfɪrɪmpən/ noun in interpersonal communication, the signals by which two people talking let each other know whether the conversation is serious or not, what purpose it has, whether it has to end soon etc.

interpersonal function of language /ɪnˈtɛrprətəs(ə)nəl ˈlæŋɡwɪdʒ/ noun the use of language to bond with other people, as opposed to its use for exchanging information. Compare ideational function of language.

interpretant /ˌɪntərprətənt/ noun the set of associations that are raised in the mind of a person on seeing a particular sign

interpretive community /ɪnˈtɛrprətɪv ˌkərɪfənˌʃən/ noun in aesthetic theory, the idea that a text’s meaning is not an essential part of it, but comes from the shared ideology of the ‘community’ reading it.

interrobang /ɪnˈtɛrəbæŋ/ noun a punctuation mark in the form of a combined question mark and exclamation mark. It is used at the end of, or sometimes in place of, an utterance that is both question and exclamation, especially to indicate disbelief.

interrogate /ɪnˈtɛrəɡət/ verb 1. to question someone thoroughly, often in an aggressive or threatening manner and especially as part of a formal enquiry, for
Media Studies

IR /aɪr/ noun Independent Radio – in the UK, all non-BBC stations

IRC abbreviation Internet Relay Chat

iris diaphragm /ˈaɪrɪs ˈdaɪəfræm/, iris /ˈaɪrɪs/ noun a diaphragm consisting of thin overlapping plates that control the size of a hole, especially one controlling the amount of light allowed to enter a camera lens

iris in /ˈaɪrɪs ˈɪn/ verb to open up the iris diaphragm of a camera gradually in order to take in more of a subject or scene

iris out /ˈaɪrɪs ˈaʊt/ verb to close the iris diaphragm of a camera gradually in order to shrink the picture area until it disappears completely. Irisin out was formerly a common way to end a film or sequence.

irony /ˈaɪrəni/ noun 1. humour based on using words to suggest the opposite of their literal meaning 2. something said or written that uses humour based on words suggesting the opposite of their literal meaning 3. incongruity between what actually happens and what might be expected to happen, especially when this disparity seems absurd or laughable

ISDN abbreviation Integrated Services Digital Network

island position /ˈaɪlənd ˈpəzərən/ noun advertising space separated from other advertising space in a newspaper or magazine

ISO /ˈaɪso/ noun an ‘isolated’ television camera, the output from which is recorded separately to those of other cameras on the shoot

iSociety /ˌaɪsəˈsɑːrəti/ noun the lifestyle choices characteristic of the late 1990s, with greater gender equality and less of a competitive focus

‘I became disenchanted with the corporate culture’, says the 44-year-old. ‘It did not offer me the personal rewards, or camaraderie I wanted’. A quintessential member of the iSociety, he eschewed financial reward, tore up traditional family roles and risked his career setting up his own firm.’ [The Observer]

isolation booth /ˌaɪsəˈleɪʃən bʊθ/ noun in a recording studio, a small sound-proof booth in which individual instruments, vocals etc can be recorded for mixing later

ISO rating /ˌaɪso ˈretrɪŋ/ noun a measure of film speed, where a doubling of the number represents twice as much sensitivity to light

ISP abbreviation Internet service provider

issue /ɪˈjuːs/ noun a copy of a regularly published magazine or newspaper that was put out on a particular date ■ verb to produce and distribute a product such as a book, magazine or newspaper

issues /ɪˈjuːsɪz/ noun those ideas that are the source of controversy and debate in a society at any given time

‘He described his new National Responsibility Party, which he hopes to steer to victory in next spring’s election, as a “national liberal movement”… After decades of violence and two intifadas when security issues dominated most elections, the issue of poverty is likely to play a leading role this time round.’ [Tim Butcher, The Daily Telegraph]

ITA abbreviation Independent Television Authority

italic /ˈɪtəkl/ adjective referring to printed text using letters that slope to the right ■ noun a style of printed letter that slopes to the right ■ verb to print text in italics

Itar Tass /ˈɪtər tɑːs/ noun a Russian news agency that replaced Tass, the news agency of the former Soviet Union, in 1992

ITC abbreviation Independent Television Commission

ITC Programme Code /ˈaɪ tɪk proʊˈɡræm ˈkɒd/ noun the code of broadcasting practice in the UK which rules that material not suitable for children must be shown after the watershed, that offensive (for example racist) jokes are subject to regulation, and other considerations about suitability of content

item /ˈaɪtəm/ noun a piece of reported news, for example in a newspaper or on television

ITU abbreviation TELECOMS International Telecommunication Union

ITV abbreviation interactive television
ITV *abbreviation* Independent Television

ITVA *abbreviation* Independent Television Association

IV /'əv/ *noun* a system that uses a computer linked to a video disk player to provide processing power and real images or moving pictures
jack /dʒæk/ noun a female socket designed to receive a jack plug in order to complete a circuit

jack plug /dʒæk plʌɡ/ noun a plug with a single pin, often used to connect items of audio equipment

jam /dʒæm/ noun 1. a device for preventing a pre-recorded videotape from being copied 2. a situation where radio or television signals are blocked to prevent the reception of a radio or television signal by broadcasting other signals on the same frequency, to adjust or adapt something such as a pre-recorded videotape, to prevent it from being copied

JANET /dʒeɪnɛt/ noun a computer network that is government-funded and used by academics and researchers, linking all British institutions of higher and further education to each other and to the Internet

jargon /dʒəˈɡɔrən/ noun terms that are only used in one specialist area such as a profession, and are not widely understood outside that

‘...business communication really does have too much jargon and obfuscation. Such vocabulary betrays a lack of clarity and lazy thinking. What do the following actually mean: “granular”; “traction”; “thoughtware”; “matrix”; “paradigm”; “disintermediate”? ’ [Luke Johnson, *The Daily Telegraph*]

jazz /dʒæz/ noun popular music that originated among black people in New Orleans in the late 19th century and is characterized by syncopated rhythms and improvisation

J-curve /dʒeɪˈkɜrv/ noun the correlation between the number of people who have heard about an event and the number that heard about it from non-media sources

jib /dʒɪb/ noun a swinging arm on a camera mounting, allowing the camera to move freely

JICNARS /dʒɪknərz/ abbreviation Joint Industrial Committee for National Readerships Surveys

JICNARS scale /dʒɪknərz ,skeɪl/ noun one of six social groups into which consumers are divided for advertising purposes

COMMENT: The group categories are A – high managerial leaders, B – middle management, C1 – lower management and administrative workers, C2 – skilled manual workers, D – unskilled manual workers, and E – low waged or unwaged.

JICREG /dʒɪkrɛɡ/ abbreviation Joint Industry Committee of Regional Newspapers

jihad /dʒɪˈhɑːd/ noun the idea of a culture which is homogenous, dominated by big corporations

Jim Henson Pictures /dʒɪm ˈhɛn(ə)snɪk/ praɪtʃəz/ noun a film production studio best-known for its Muppets feature films

jimmy-jib /dʒɪˈmi dʒɪb/ noun a type of hoist which allows for smooth movement of a remote-controlled camera

jingle /dʒɪŋɡl/ noun a short musical piece identifying a station or presenter

jingoism /dʒɪŋɡəʊzəm/ noun extreme national pride

jive /dʒɪv/ noun jazz or swing dance music, especially that of the 1940s

JNRS abbreviation Joint National Readership Survey

jock /dʒɒk/ noun RADIO same as DJ

jog/shuttle /dʒɒɡ ,ʃʌt(ə)l/ noun shuttle control
Abbreviation

Ireland, using random probability testing. UK. Abbreviation

statistics for regional newspapers in the organisation that provides readership

/journalese/ noun the particular type of language used by journalists

/journalism/ noun the act of reporting, writing or editing for a newspaper or magazine or for television or radio

/journalist/ noun a person whose job is to write for a newspaper or magazine or prepare news for television or radio broadcasting

/journalistic/ adjective relating to journalism or resembling the style of journalism

/journalistic standards/ plural noun the code of ethics which a journalist should observe, such as objectivity, honesty, accuracy and fairness

'...there's no question that PR standards have risen, while arguably a lot of journalistic standards have declined', she says. She is not trying to "bash journalism", but adds: "I think that the economics of it, principally the rush to publish before facts can be checked or context can be gained, has impacted on accuracy." [Vincent Graff, The Guardian]

/journalese/ noun the same as journalist (informal)

/joystick/ noun a hand-held game controller usually consisting of an upright stick which pivots on its base to control directions and additional buttons to control other actions

/jpeg/ noun a computer format for images, that compresses data with some loss of quality in the image

/juliet/ noun an internationally recognised code word for the letter J, used in radio communications

/jump cut/ a cut from one shot in a film to another very similar frame within the same piece of footage, without the camera having changed position. It gives the impression that the subject has 'jumped' within the shot.

/jumpstation/ noun a website that simply provides links to other websites

/junction/ noun the point at which a radio or television programme or item has to end in order for the next to start on time

/jungle/ noun a rhythmically complex form of electronic dance music also known as 'drum and bass' that is largely instrumental with heavy beats and bass lines and shows the influence of jazz and techno

/junk mail/ unsolicited advertising and promotional material that arrives through the post

/justification/ noun the adjustment of the spaces between words in text in order to make each line the same width

/justified/ adjective referring to printed text that has both left and right margins aligned

/justifiy/ verb to set text so that it begins and ends at a given point on the page
karaoke /ˈkærəʊki/ noun a form of entertainment in which amateur singers sing popular songs accompanied by prerecorded music from a machine that may also display the words on a video screen

Kelvin scale /ˈkelvɪn skɛl/ noun the scale used in measuring colour temperature

Kepplinger and Habermeier’s model of media events 1995 /ˌkɛplɪnɡər ənd ˈhæbərmiər/ noun a model predicting that coverage of a particular news event will increase interest in similar events

kern /kɜːrn/, kerne noun the part of a printed character that extends beyond its body ■ verb 1. to join or overlap printed characters 2. to close or reduce the white space between printed letters

kerning /ˈkɜːrnɪŋ/ noun the adjustment of the space between individual printed characters to improve the appearance of the text or alter its fit

kestrel /ˈkestrɛl/ noun a large camera mounting with a jib arm on which the camera operator can sit

key /ki/ noun the strength of tone of an image, especially with regard to its colour intensity ■ verb to mark symbols on the layout of artwork, or anything to be reproduced, to show the correct locations of its different parts

key account /ˈkeɪəˈkaʊnt/ noun an important account or client, for example of an advertising agency

keyboarder /ˈkiːbɔːdər/ noun a person whose job is to input data using a computer keyboard or typesetting machine

keyed advertisement /ˈkiːd əd ˈvɜːtɪsment/ noun an advertisement that asks people to write to a specially coded address which will indicate where they saw it, thus helping the advertisers to evaluate the effectiveness of advertising in that particular newspaper or magazine

key frame /ˈkeɪər/ noun a frame that is recorded in full rather than being compressed or otherwise reduced in size to save storage space

key grip /ˈkiːər/ noun the member of a television or film production team who is responsible for moving set equipment, especially cameras

key light /ˈkiːt/ noun 1. the main light source on a film set, used in conjunction with the fill light and the backlight to form a complete lighting set-up 2. the main light source for a particular filmed scene or shot

key out /ˈkiːət/ verb to select a particular colour or colour range in an image or piece of footage and digitally overlay it with some other colour or image.

chromakey

keyword /ˈkiːwɜːrd/ noun a term which is placed in the metadata of a webpage to attract search engines

kidult /ˈkɪdʌlt/ noun an adult who enjoys entertainment such as films or computer games intended mainly for children

kidvid /ˈkɪdvid/ noun a video aimed at children

kill /kɪl/ verb to decide not to use a story or feature that is already being written or has been written

killer application /ˈkɪlər əˈplɪkəˈeɪʃən/, killer app noun a piece of software that is so useful that a person will invest in the relevant hardware, operating system etc., just to use it

'More worryingly, [Microsoft] has missed the boat in search technology,
129 kwela

the killer application on the internet that has catapulted Google into a position where senior Microsoft staff are left spluttering pathetically about their upsstart competitor.’ [The Daily Telegraph]

kill fee /ˈkɪl fɪz/ noun money that is paid to a writer, photographer, artist or illustrator when a publisher decides not to publish the contracted work

kill off /ˈkɪl ˈtʃɪf/ verb to end the fictional life of a serial or soap opera character by writing their death into the script

Kilo /ˈkɪləʊ/ noun an internationally recognised code word for the letter K, used in radio communications

kilowatt /ˈkɪlɔwɔt/ noun one thousand watts. Abbreviation kW

kinescope /ˈkɪnəskəʊp/ noun 1. a film of a television broadcast 2. a television tube ■ verb TV to make a film of a television broadcast

kinesics /ˈkɪnɪsɪks/ noun the study of the way people communicate through movements of the body and gestures

kinetheodolite /ˌkɪnθiˌədələt/ noun an optical instrument used for tracking missiles or satellites, that contains a cine camera that follows the moving target while recording its altitude and trajectory

kinetoscope /ˌkɪnəˈtɒskəʊp/ noun an early method of film projection, involving a wooden cabinet with a passing roll of film that could be viewed through a slit

Kinoflo /ˈkɪnəfləʊ/ a trade name for a type of fluorescent light used on film shoots

kiosk /ˈkɪsk/ noun 1. a small permanent or temporary structure in the street that sells items such as newspapers, travel and entertainment tickets and sweets 2. the site of a phone or Internet access point that is used by the public

Kirlian photography /ˌkɪrljən ˈfɪɡərəfi/ noun a photographic process that records the radiation emitted by, or the aura surrounding, an object to which an electric charge has been applied

KISS /kɪs/ noun the need to make sure your advertising is clear and concise so as to improve its chances of getting a response. Full form keep it short and simple

kiss and tell /ˈkɪz ən ˈtel/ noun a record, often published in the tabloid press, of a person’s past sexual experience, especially with a celebrity

kiss-and-tell /ˈkɪs ənd ˈtel/ adjective referring to revelations about an earlier sexual experience with somebody else

kitchen sink drama /ˈkɪtʃɪn sɪŋk/ noun a genre of film that became popular in the late 1950s and throughout the 1960s, focusing on the gritty reality of working-class life

kitsch /ˈkɪts/ adjective of poor taste, but used or displayed intentionally to imply a light-hearted lack of regard for considerations of high art, good taste etc.

kleg light /ˈklɛg lət/ noun an intense carbon-arc light formerly used in filmmaking

knock down /ˈnɒk ˈdʌn/ verb to write a story challenging another story, usually one featured in a rival newspaper, and disproving its claims

knocking copy /ˌnɒkɪŋ ˈkɒpi/ noun advertising material aimed at showing the inferiority of a competing product

knoks and unknowns /ˈnɔʊnz ənd ˈʌnˈnɔʊnz/ noun the theory that people and things that are already famous are more likely to be given attention and coverage than those which are not

Kuleshov effect /ˈkjuːləʃəʊv ˈɛfekt/ noun the theory that a single shot or piece of film can be given a different significance when shown next to another

kuuki /ˈkʊuki/ noun an environment in which agreement with social norms of opinion is more important than nurturing independence of thought

COMMENT: The word kuuki comes from the Japanese meaning ‘mood’ or ‘atmosphere’, referring to the idea of values, perceptions etc existing ‘in the air around us’, rather than in individual minds.

kW abbreviation kilowatt

kwinto /ˈkwintaʊ/ noun a South African style of house music combining African samples and male vocals, usually shouted or chanted in African languages, English or a mixture, although more recently, artists are rapping rather than shouting their lyrics

kwela /ˈkwɛla/ noun a style of South African street music with influences from jazz and originally played on the penny whistle
L/A abbreviation low-angle
label /ˈleɪb(ə)l/ noun 1. a simple headline giving straight details of what a story contains, for example ‘interview with...’
2. a stereotype that is applied to a person, often offensively
label libel /ˈleɪbl/ noun the idea that creating stereotypes with which to ‘label’ people can attach unwanted values, ideas etc. to them, which could be viewed as a form of label
laboratories /ˈləbərət(ə)rēz/ plural noun the place in which film is developed and printed
laboratory test /ˈləbərət(ə)rē tɛst/ noun a test carried out under controlled conditions, for example of the reactions of consumers to advertising
LAD abbreviation language acquisition device
laddette /ˈlædɪt/ noun a young woman with a lifestyle that is more characteristic of that of some young men, usually involving heavy drinking and boisterous behaviour
lad mag /ˈlæd mæɡ/ noun a magazine aimed at young men who are chiefly interested in sport, alcohol and sex
‘What a difference a decade makes. The rise of lad mags and the post-irony, have-your-cake-and-eat-it anti-PC backlash haves restored the swimsuit, evening gown, and perma-smile [Miss World] parade to something like centre stage.’ [Stuart Husband, The Independent on Sunday]
LAN /læn/ abbreviation local area network
land-based /ˈlænd bɛrst/ adjective referring to a business that exists in a physical location rather than as a website
landing page /ˈlændɪŋ pɛɪdʒ/ noun the page on a website where the user arrives, in particular the page arrived at when directed by a hyperlink
landline /ˈlænd(ə)lайн/ noun a cable for carrying high-quality signals, especially before IDS
landscape /ˈlændski:p/ adjective referring to the orientation of a piece of paper whose long sides are at the top and bottom of the page
language acquisition device /ˈlɑŋgwɪdʒ əˈkwɪzɪʃ(ə)n diˈvɑːs/ noun the linguistic theory that parts of our brain are specifically hard-wired to receive and construct languages, a skill which is particularly sharp before the age of 5. Abbreviation LAD
language laboratory /ˈlɑŋgwɪdʒ ˈlɑˌbɔːrət(ə)rɪ/ noun a room equipped with audio recording and playback equipment for use by students learning languages
language pollution /ˈlɑŋgwɪdʒ ˈpɔljuˈʃ(ə)n/ noun the use of language to confuse or mislead, such as to tell a lie
lantern slide /ˈlæntən ˈslɛd/ noun a piece of transparent glass or plastic with an image on it that can be projected onto a screen by a slide projector or magic lantern
large-print /ˈlɑːrg prɪnt/ adjective referring to type that is bigger than normal so that partially-sighted readers can see it easily
Lasswell’s model of communication 1948 /ˈlæswel/ noun a model of lines of enquiry which can be followed when analysing a piece of communication, namely to look at who is speaking and to whom, through which channels they are speaking, what is said and what effect it has
leakage 

latency /ˈleɪtənsi/ noun 1. the state or condition of being latent 2. the amount of time it takes data to move across an Internet connection

latent /ˈleɪtənt/ noun of thoughts, feelings or desires, present or existing but in an underdeveloped or unexpressed form

law of primacy

law of superior lateness

law of inferior lateness

lead /liːd/ noun 1. the main story on the front page of a newspaper. Abbreviation ld 2. the first and most important piece of news in a bulletin 3. an electrical cable connecting pieces of equipment

leader /ˈliːdər/ noun 1. same as editorial

leadership /ˈliːdərʃɪp/ noun the fact of being a leader, or the guidance provided by a leader to a group

lead-in /ˈliːd ɪn/ noun 1. an introduction before an item on television or a topic for discussion 2. a cable connecting an aerial with a transmitter or receiver

leading /ˈliːdɪŋ/ noun the blank spaces separating lines of text, originally created using strips of lead to separate the lines

leading article /ˈliːdɪŋ ˈɔːrtɪkl/ noun PRESS same as editorial

lead out /ˈliːd aʊt/ verb to increase the amount of white space between lines of type in order to make the article fit the space allocated to it

leaflet /ˈliːflɪt/ noun a sheet of printed paper that is given out as part of an advertising or information campaign. verb to distribute leaflets in a particular place or to a particular group of people

leaf through /liːfɪn/ to give the pages of a book or magazine without reading much

leak /liːk/ noun an occasion when confidential information is given to the media, or the information itself verb to give confidential information to the media unofficially, or become known unofficially

'Matters deteriorated further when she found Caithness's heir, Alexander, Lord Berriedale, had a CD of their wedding photos. A friend said: 'She was concerned he would leak them to the Press, of course he would never do it.'" [Louisa Pritchard, "The Mail on Sunday"]

leakage /ˈliːkɪdʒ/ noun the way in which confidential information reaches the media through unofficial channels
leakproof /ˈlɛkprəft/ adjective referring to a system of confidentiality that is guaranteed to work

leaky /ˈlɛki/ adjective prone to allowing breaches in secrecy or confidentiality

LED abbreviation light emitting diode

legal /ˈlɛɡəl/ verb to send a story to a lawyer to check that it is safe to publish

legend /ˈlɛɡənd/ noun 1. a story that has been passed down for generations, especially one that is presented as history but is unlikely to be true 2. a popular myth that has arisen in modern times 3. somebody famous admired for a particular skill or talent 4. an inscription, such as a title or motto, on an object

legitimation /ˈlɛɡɪtɪməˈteɪʃn/ noun the process by which certain values, ideas, beliefs etc. are introduced, preferred and considered to be 'mainstream' by the society in which they are found. Compare delegitimation

legman /ˈlɛɡmən/ noun a reporter who researches a story, especially from first-hand sources

legs /ˈlɛɡz/ plural noun the ability of an advertising campaign, a film, a book or other usually short-lived product to interest people for a much longer time than normal  ■ noun an informal term for tripod

lemma /ˈlɛmə/ noun a heading that indicates the topic of a work or passage

lens /ˈlɛns/ noun a curved piece of glass or plastic that bends (refracts) light when filming or taking a photograph. Different types of curve produce different focal lengths, fields of view and distortion effects.  fisheye lens, telephoto lens, prime lens, zoom lens

letter /ˈlɛtər/ noun a style of typeface

letterbox /ˈlɛtərbox/ noun 1. a film format for television that shows a wider and shorter picture than usual to allow the complete frame of cinema films to be shown on television 2. the appearance of a 4:3 screen on which a 16:9 picture is being shown, with black bars at the top and bottom

letterform /ˈlɛtərfoʊrm/ noun the shape of a letter of the alphabet

letterhead /ˈlɛtərheɪd/ noun a printed heading for paper that a company uses for official letters and documents

lettering /ˈlɛtərɪŋ/ noun writing that is printed, inscribed or painted on something

letterpress /ˈlɛtərprɛs/ noun 1. material that is printed using the letterpress technique 2. a printing technique that works by covering raised type with ink and pressing it onto a surface such as paper

level /ˈlevəl/ noun the volume of a speaker’s voice or audio piece, recorded by a meter

lexis /ˈlɛksɪs/ noun the words that make up a language or the language of a particular person

If abbreviation PRINTING lightface

libel /ˈlɪbəl/ noun writing or recording in some permanent form, things that are not true about another person. Compare slander

library music /ˈlɪbrəri ˈmjʊzɪsk/ noun music used in films or television shows, not recorded for the specific show but available from a specialist library for a fee

licence fee /ˈlaɪns(ə)nts fɪ/ noun the annual fee that must be paid by each household with a television set in return for BBC programming. A colour licence costs over £120 per year (the price being set by the government), a black-and-white set around £45. There is no fee for radio services.

life /laɪf/ noun an account of somebody’s life, usually in writing

‘life in the day’ feature /ˈlaɪf ɪn daɪˈfɪtʃər/ noun a feature that describes a typical day in the life of a subject. Compare ‘day in the life’ feature

lifestyle /ˈlɛstɪfaɪl/ noun a way of classifying and grouping an audience according to the way in which they live, their possessions, living arrangements, beliefs etc.

lift /lɪft/ verb to re-use material from your own or another publication, changing very little

ligature /ˈlɪɡətʃər/ noun a character that consists of two or more letters joined together, for example ‘æ’

light emitting diode /ˈlaɪt ɪmˈdɑːd/ noun a series of blinking lights that indicates for example volume. Abbreviation LED
lightface /ˈlaɪtfɛs/ adjective referring to printed characters with relatively narrow lines. Abbreviation If
lighting /ˈlaɪtnɪŋ/ noun 1. the equipment used for lighting a theatre stage or a television or film set 2. the overall effect produced by the lights used on a theatre stage or a television or film set
lighting cameraman /ˈlaɪtnɪŋ kəˈmərəmən/ noun a member of a film production team who is responsible for lighting and camerawork
lighting plot /ˈlaɪtnɪŋ plɒt/ noun a plan of where the lighting will be on a film set
light meter /ˈlaɪt mɪtə/ noun PHOTOGRAPHY same as exposure meter
light-struck /ˈlaɪt strʌkt/ adjective referring to photographic material that has a foggy appearance because it has been accidentally exposed to light
light viewer /ˈlaɪt ˈvaɪərə/ noun a person who watches very little television
Lightworks /ˈlaɪtwɜːks/ a trade name for a non-linear editing system
Lima /ˈlɪmə/ noun an internationally recognised code word for the letter L, used in radio communications
liminality /ˈlɪmɪnlətɪ/ noun in sociology, a state of moving between social roles, such as between an adult and a child
lineage /ˈlaɪnɪdʒ/ lineage noun the number of lines of copy produced by a freelancer (used to calculate how much they are paid)
line /ˈlaɪn/ noun 1. a sentence or short piece of dialogue which an actor has to deliver 2. one of the horizontal scans that forms the picture on a television screen 3. a horizontal row of words or numbers
linear perspective /ˈlaɪnɪər pəˈspektɪv/ noun a form of perspective in which depth and distance is shown in drawings or paintings by showing parallel lines as coming together on the horizon
line cut /ˈlaɪn kʌt/ noun a printing plate made from a line drawing
line drawing /ˈlaɪn ˈdrɔːɪŋ/ noun a simple black and white drawing or diagram
line in /ˈlaɪn ˈɪn/ noun an input connection to audio equipment such as an amplifier that accepts a low voltage audio signal
line noise /ˈlaɪn noʊz/ noun unwanted interference on a telephone or communica-
cations line that causes errors in a data transmission
line of sight /ˈlaɪn əv ˈsaɪt/ noun a straight path, not passing over the horizon, between a transmitting and receiving aerial. Abbreviation LOS
line producer /ˈlaɪn prəˈdʒʊərə/ noun the member of a film production team who is responsible for the day-to-day practical considerations such as budgeting, technology hire and maintenance and scheduling
liner /ˈlaɪzər/ noun RECORDING same as sleeve
line rate /ˈlaɪn rɛt/ noun the rate charged for advertising space, based on the line space used in a newspaper or magazine
lines /ˈlaɪnz/ noun the dialogue which an actor has to deliver
lineup /ˈlaɪnp/ noun the preparation and checking of electrical equipment at a shoot to make sure that it is ready to use
line-up /ˈlaɪn ˈʌp/ noun a program-
ing schedule of a television network
linguistic determinism /ˈlɪŋˌgwɪstɪk dɪˈtɜːrminɪzəm/ noun the theory that a person’s language affects how they shape and understand the world
linguistics /ˈlɪŋˌgwɪstɪks/ noun the scientific study of language
link /laɪŋk/ noun a piece of speech that introduces the next item in television or radio broadcasting or to make a linking piece of speech to the next broadcast item noun a satellite dish
linkman /ˈlaɪŋkmən/ noun somebody who introduces the next item on radio or television
linocut /ˈlaɪnəkʌt/ noun a print made from a design that has been cut into a piece of linoleum or the design itself
lip microphone /ˈlɪp ˌmɪkroʊˈfaʊn/ noun a microphone designed to be held close to the user’s mouth so that background noise does not interfere with the recorded sound
lipstick camera /ˈlɪpstɪk kəˈmərə/ noun a small cylindrical digital camera that can be mounted on a military helmet, motor vehicle or fighter aircraft and used to make visual records of operations or targets etc.
lip-sync /ˈlaɪp ˈsɪŋk/ verb 1. to make sure that the speech heard fits the mouth move-
ments of the actor on film perfectly 2. to mouth along to a recorded track as though performing it live

**liquid crystal display** /**lɪkwestrɪdəl /noun** a thin display screen for a computer or television which uses little power and gives superior picture resolution. Abbreviation LCD

**listener** /**lɪstənə**/**noun** somebody who listens, especially to a radio broadcast

**listenership** /**lɪstərəʃɪp**/**noun** the number or type of people who listen to a radio broadcast, programme or station

'MacKenzie’s great achievement has been in taking a failing talk radio station, deliberately getting rid of its ageing, largely female listenership (“the old bags”) and, amid considerable scepticism, turning it into a sports station aimed squarely at young men.' [Raymond Snoddy, The Independent]

**listen in/**/**listen**/**verb** 1. to listen to a radio broadcast 2. to listen to other people’s radio or telephone communications

**listening area** /**lɪstənɪŋərɪəl /noun** the area covered by a radio station’s signal

**listening share**/**lɪstənɪŋʃeərɪəl /noun** the share of the total audience enjoyed by a radio station

**listings**/**lɪstɪŋz**/**plural noun** the details of future events such as concerts, plays, special events etc., usually including their venues, times, prices and contact details. Also can refer to cinema and television schedules.

**lit. abbreviation** /**prɪntɪŋ**/**literary**/**noun** a printing error that is either a misspelling or the accidental swapping of two letters. Abbreviation lit.

**literature** /**lɪtərətʃʊr**/**noun** 1. written works, for example fiction, poetry, drama and criticism, that are recognised as having important or permanent artistic value 2. the body of written works of a culture, language, people, or period of time, or on a particular subject 3. the body of musical compositions for a particular instrument or group of instruments 4. printed material that gives information 5. the creation of literary work, especially as an art or occupation

**lithography**/**lɪθəɡrɑːfɪ /noun** a method of printing using a plate of aluminium or zinc, treated to attract or repel oily ink in the appropriate places

**little magazine** /**litəl /magəzɪn /noun** a magazine of literary work by writers who are not yet well known, usually having a limited circulation and a small format

**live**/**lɜːv /adjective** referring to the broadcasting of an event while it is happening 2. **verb** so as to be broadcast at exactly the same time as a performance or event happens

**live room** /**lɜːv rʊm /noun** in a recording studio, a large room where a band can play their instruments together and be recorded

**live shot**/**lɜːv şɔt /noun** a filmed incident that is broadcast live without a presenter at the scene

**live voiceover** /**lɜːv 'vɔɪsˌəʊvə /noun** a voiceover for a pre-recorded piece of video often used in news reporting. Abbreviation LVO. Also called **underlay**

**Lloyd’s List** /**lɔːrdz /ˈlɪst /noun** one of the world’s oldest international newspapers, first published in the City of London in 1734

**load**/**lɑːd /verb** to put a film, plate or tape in a camera, or take one in

**lobby**/**ˈləʊbi /noun** 1. the small group of journalists that report from the House of Commons 2. a group of supporters and representatives of particular interests who try to influence political policy on a particular issue 3. **verb** to campaign for or against a particular piece of legislation by attempting to influence politicians

**lobby practice**/**ˈləʊbi ˈpræktɪs /noun** rules that lobby journalists must observe when reporting

**lobster shift**/**ˈləʊbstə ʃɪft /noun** the night shift in a newspaper or other workplace

**local advertising** /**ləʊk(ə)l /ˈædˌvɜːtɪznɪŋ /noun** advertising in the area where a company is based

**local area network**/**ləʊk(ə)l ,ɛərɪə /ˈnetwərk /noun** a group of computers using the same communications link-up and server. Abbreviation **LAN**

**localisation**/**ləʊkələzəˈʃən /noun** the process of making national or international media products more suitable for a smaller local market
According to a spokesman, the best-selling items in UK stores this season—skinny jeans, capelets and cashmere jumpers—have all been sourced out of London, rather than out of the US.

'That's given us confidence that the localisation strategy is working'.

[Stephen Overell, The Daily Telegraph]

**localised advertising strategy** /lˈəʊkələdʒaɪstrətəˈgeɪtɪ/ **noun** an advertising campaign aimed at a particular country or area of a market rather than a global campaign

**local media** /lˌɜːkəl/ **noun** newspapers and radio and television stations in a small area of the country

**local radio station** /lˌɜːkəl/ **noun** a radio station that broadcasts over a small area of the country

**location** /ləˈkɜːrəʊ/ **noun** a place away from a studio where filming takes place

**location coordinating** /ləˈkɜːrəʊ kəʊˈdɪnɪtɪŋ/ **noun** the organisation of things such as transport for crew and equipment, accommodation, catering etc., that are necessary for filming on location

**location filming** /ləˈkɜːrəʊ fɪˈlɪmɪŋ/ **noun** filming that takes place away from a studio and without a specially-built set, in a real-life place

**location scout** /ləˈkɜːrəʊ skeʊt/ **noun** a member of a film and television production team who is responsible for finding suitable shooting locations

**lock** /lək/ **verb** to fix metal type in a printing press

**locked-off camera** /ləkt əfˈkɛmərə/ **noun** a camera that cannot be moved, whose shot has been fixed for filming

**log** /lɒɡ/ **noun** 1. a recording of all a radio station's output, in case of legal disputes. Also called **programme as broadcast** 2. a note of all pieces of music broadcasting so that royalties can be paid

**log file** /lɒɡ fɑɪl/ **noun** a record of how many people have visited a website and how they have navigated through it, what links were followed etc.

'Gavin Hyde-Blake, a computer security expert with Carratu International, a corporate investigations firm, says there are two principal ways companies detect inappropriate web use. They can either examine the temporary files on an individual PC, or they can look at log files stored on a main server.'

[The Financial Times]

**logging** /ˈlɒgɪŋ/ **noun** the process of making a official record of each shot taken when filming

**Logie** /ˈlɒgi/ **noun** in Australia, a statuette awarded annually for outstanding work or performance in the television industry

**logo** /ˈlɒɡəʊ/ **noun** a design used by an organisation as an emblem by which it can easily be recognised

**logocentricism** /ˈlɒgəˌsɜːtəsɪzəm/ **noun** in cultural theory, belief in a central meaning, law, cause, reason etc.

**logotype** /ˌlɒɡəʊtɪp/ **noun** a single piece of type that has different unconnected characters on it

**longitudinal** **timecode** /ˈlɒŋtjuːdɪnəl taimkəʊd/ **noun** a method of recording a timecode signal on a linear audio track along a videotape. The disadvantage of this method is that the code is not readable at slow speeds or when the tape has stopped. Abbreviation LTC

**long persistence phosphor** /ˌlɒŋ pərˈsɪstəns ˈfɒsfə/ **noun** a television screen coating that retains the displayed image for a period of time longer than the refresh rate, so reducing flicker effects

**long shot** /ˈlɒŋ sɔt/ **noun** a camera shot that is taken from some distance away from the subject, showing for example the whole of a person's body. Abbreviation LS

**long take** /ˈlɒŋ tɛk/ **noun** a filmed take that lasts for more than 20 seconds

**long wave** /ˈlɒŋ wɔːv/ **noun** the broadcasting or receiving of radio waves of 1,000m or more in length

**look and feel** /ˈlʊk ənd ˈfiːl/ **noun** the appeal of the design, layout and ease of use of a website to potential customers and the way the site fits the image the company is trying to put across

**lookism** /ˈlʊkɪzəm/ **noun** the idea that good-looking people are unconsciously preferred by most observers and have greater success in life

'...it's not only recruitment and promotion that is affected by lookism. A report last year by the University of
Loony leftism

Helsinki showed that overweight women earned up to 30% less than their more slender colleagues.' [Kate Hilpern, The Guardian]

Loony leftism /luˈniː ˈlefti(z)əm/ noun a largely journalistic term meaning ‘political correctness gone mad’, i.e. taking socialist principles to ridiculous extremes

Loop /luːp/ noun a piece of film, video or music that repeats itself over and over, starting again as soon as it has finished

Loose insert /ˈlʊs ɪˈmɛrst/ noun a sheet of advertising material slipped between the pages of a publication

Lord Chamberlain /ˌlɔːrd ˈtʃɛmbərliːn/ noun the official censor of all plays shown in the UK until 1967

LOS abbreviation broadcast line of sight

Lot /lɒt/ noun a film studio and the land that belongs to it

Loudspeaker /ˈlɔːdˌspikər/ noun a device used to convert electrical energy into sound energy, producing the sound in equipment such as televisions, radios, CD players and public-address systems. Also called speaker

Low-angle /ˈləʊ ənɡəl/ adjective referring to a camera shot taken from below the action being filmed. Abbreviation L/A

Lowercase /ˈloʊkərˌseɪs/ adjective referring to characters that are written or printed in small rather than capital form

Low frequency /ˈləʊ frɪkwənsi/ noun a radio frequency ranging from 30 to 300 kilohertz

Low-involvement hierarchy /ˈləʊ ɪnˌvɔlvmənt ˈhærərˌkeɪtɪʃi/ noun a model of response to advertising where the customer is relatively indifferent to the product or service and only responds to repeated marketing

Low-key /ˈləʊ ˈkiː/ adjective referring to a style of lighting in which deep shadows and contrast are accentuated, creating a dark, dramatic effect. Compare high-key

LS abbreviation long shot

LTC /ˈɛltiː tiː/ abbreviation longitudinal timecode

Luma /ˈluːmə/ noun the black and white parts of an image or video signal, represented by the symbol Y and controlling the brightness of an image. Compare chroma

Luminance /ˈluːmɪns/ noun the part of a video signal or image that defines the brightness at each point. Compare chrominance

LVO abbreviation live voiceover
Media and communications: the effects of Western technology on developing countries, especially with regard to the mass media is a machine referred to as a machine that processes reality and produces a representation of it.

Macle /ˈmækəl/ noun a blurred or double impression caused by the movement of paper or type during the printing process. ▲ verb to cause a printed impression to blur, or appear blurred ▲ also called (all senses) macule

Mac OS X /ˈmæk əks/ a trade name for a user-friendly operating system developed by Apple, used in personal computers as a rival to the more widespread Microsoft Windows system. © Microsoft Windows, Unix

Macro lens /ˈmækraʊ lɛnz/ noun a lens used for close-up photography that produces a life-size or larger image on film, with a minimum of 1:1 object-to-image ratio.

Macrophotography /ˌmækroʊˈfɔtə ˈtrɪgrəf/ noun close-up photography that produces images on the film that are life-size or larger than life.

Magazine /ˈmeɪɡəˌziːn/ noun 1. a publication issued at regular intervals, usually weekly or monthly, containing articles, stories, photographs, advertisements and other features, with a page size that is usually smaller than that of a newspaper but larger than that of a book. 2. a space or compartment in a camera from which film is loaded without exposing it to light. Abbreviation magazine, same as mag 3. a container designed to hold a number of photographic slides and feed them automatically through a projector.

Magazine programme /ˌmeɪɡəˌziːn ˈpraʊɡrəm/ magazine /ˌmeɪɡəˌziːn/ noun a television programme that has lots of entertaining features, reports, music spots etc. linked by a presenter.

Magic bullet /ˌmædʒɪkˈbʊlt/ noun 1. a quick and easy solution for a difficult problem, or a means of accomplishing the impossible. 2. same as hypodermic model.

Magic realism /ˌmædʒɪk ˌrælɪzə m/ noun a style of art or literature that depicts fantastic or mythological subjects in a realistic manner.

Magnate /ˈmæɡnət/ noun same as baron.
magnetic tape /ˌmeɡ.ˈnetɪk/ *noun* a thin strip of material, usually plastic, coated with iron oxide and used to record sounds, images or data

magnification /ˌmeɡnɪˈfɪkʃən/ *noun* a copy of a map, photograph or other image that has been made larger than the original

Magnum /ˈmeɡnəm/ *noun* a cooperative of photojournalists with offices in London, New York, Paris and Tokyo, promoting independence and professional quality

maildrop /ˈmeɪldrɒp/ *noun* the practice of sending unsolicited promotional material to potential customers as a way of advertising, or the material that is mailed

mailer /ˈmeɪlər/ *noun* an advertising leaflet sent with a letter

mail form /ˈmeɪl fɔrm/ *noun* a webpage designed to be used as an online order form

mailing /ˈmeɪlɪŋ/ *noun* something sent through the post, especially as part of a mass advertising campaign

mailing list /ˈmeɪlɪŋ lɪst/ *noun* a list, usually computerised, of names and addresses to which advertising material or information can be posted

‘The trick, of course, is to add your name now to the online mailing list of every happening venue from the Almeida to the Young Vic, and to become a “friend” at the Tates and the National, buying yourself that one-hour slot on a Tuesday morning.’ [Paul Vallely, *The Independent*

mail shot /ˈmeɪl ʃɒt/ *noun* a single mailing of direct-mail advertising

mainstream /ˈmeɪnstrɪm/ *adjective* referring to something that most people approve of. The term is often used in a derogatory way to suggest that a product is not new or imaginative

mainstreamer /ˈmeɪnstrɪmər/ *noun* in advertising audience classifications, a person who wants products that are reliable and from a trusted brand.

mainstreaming /ˈmeɪnstrɪmɪŋ/ *noun* the process by which the opinions of a group of television viewers from different backgrounds move together after they have watched the same broadcasts for a long time

mainstream media /ˌmeɪnstrɪm ˈmɪdɪə/ *noun* same as mass media

maintain /meɪnˈteɪn/ *verb* to make sure that something such as a website or a piece of software is kept up to date and in good order for the benefit of users

major /ˈmeɪdʒər/ *noun* a media company that is powerful, important or very productive

major selling idea /ˈmeɪdʒər ˈsɛlɪŋ ɪdɪə/ *noun* the central theme in an advertising campaign

majuscule /ˌmeɪdʒəskjuːl/ *noun* a large letter used in writing or printing, for example a capital letter or any of the large rounded letters (uncial) used in ancient manuscripts

make up /ˈmeɪk ʌp/ *verb* to arrange columns of text and illustrations on a page

makeup /ˈmeɪkəp/ *noun* the arrangement of printed elements on a page

makeup artist /ˈmeɪkəp ˈæstɪst/ *noun* the member of a television and film production team who is responsible for the actors’ make-up and hair

male /meɪl/ *adjective* 1. relating or belonging to men or boys 2. describes a projecting part such as a bolt or plug that is designed to fit into a hollow part or socket that is the female counterpart

male-as-norm /meɪl əz ˈnɔrm/ *noun* in feminist theory, the idea that female suffices in language such as ‘ess’ and ‘ette’, as well as common uses such as ‘man’ to mean ‘human’, strengthen the idea that the male version is the normal one and that the female version is a special category within that, and therefore less important

male gaze /ˈmeɪl ɡeɪz/ *noun* in feminist theory, the idea that a man gains power through being able to view a woman without her looking back at him

Maletzke’s model of the mass communication process 1963 /meɪˈletzskə/ *noun* a complicated model of the factors influencing communication, such as the self-image of the sender and receiver, the organisations and social environments that they are in and other pressures and limitations caused by the medium and content of the message

Malvern screen /ˌmeɪlvən ˈskrɪn/ *noun* a thin, flexible television screen using LCD display, which can be rolled up
for storage. Also called flat-screen technology

managing editor /ˈmænɪdʒɪŋ ˈɛdɪtə/ noun an editor of books, newspapers or other publications who is responsible for the editorial process, budget and schedules

M and E abbreviation music and effects

manga /ˈmɑŋɡə/ noun a Japanese style of comic-book fantasy drawing, characterised by over-large eyes and a layout in which the panels run right to left. anime

manifold /ˈmænɪfəʊld/ verb to make several copies of a book or page

manipulate /ˈmænɪpjuːleɪt/ verb 1. to control, influence or present somebody or something in a clever or devious way which distorts the truth 2. to digitally alter a photograph by moving, adding, removing, shading, colouring etc. any part of it

manual data processing /ˈmænjʊəl ˈdætə ˈprəʊsesɪŋ/ noun the process of sorting information without the help of a computer

manual handling /ˈmænjʊəl ˈhændlɪŋ/ noun carrying or moving things by hand

manufacture of consent /ˈmænjʊərɪf ɔː kənˈsɛnt/ noun the practice of controlling or manipulating the norms, values etc. held by an audience by controlling what they are exposed to in the media. This could be done by a government or other institution in authority.

manuscript /ˈmænjʊskrɪpt/ noun an author’s text for a book, article or other piece of written work as it is given to a publisher.

Marantz /ˈmɑrɑntz/ noun a portable tape recorder

March of Time /ˈmɑrtʃ ɔv ˈtɛɪm/ noun a US newsreel programme of the 1930s, which became a radio series and then a film

margin /ˈmɑrdʒɪn/ noun 1. a blank space on the left or right edge, or at the top or bottom, of a written or printed page. 2. a straight line drawn down the left- or right-hand side of a page to separate a narrow section from the main part

marginality /ˈmɑrdʒɪnlɪti/ noun the feeling of minority groups that they are ignored or considered unimportant by mainstream society

margin of understanding /ˈmɑrdʒɪn əv ˌændərˈstændɪŋ/ noun the degree to which a message has ‘lost something’ in being encoded by the transmitter and decoded slightly differently by the receiver

market /ˈmɑrkɪt/ noun the number of potential buyers for a particular product

market area /ˈmɑrkɪt ˈɛərɪə/ noun a geographical area that represents a particular market, for example a television viewing area or a sales representative’s territory

marketer /ˈmɑrkətə/ noun a person or company that carries out marketing activities

market forces /ˈmɑrkɪt ˈfɔːts/ noun the relationship between supply of and demand for a product which dictates its market price

marketing /ˈmɑrkɪtɪŋ/ noun the process of transferring goods from buyer to seller, including advertising, distribution and product placement

marketing of budget /ˈmɑrkɪtɪŋ ˈbædʒɪt/ noun money set aside by an organisation for its marketing activities

marketing communications /ˈmɑrkɪtɪŋ ˈkə mjuːnɪkətʃərɪnz/ plural noun all methods of communicating used in marketing, for example television, radio and sales literature

marketing department /ˈmɑrkɪtɪŋ ˈdept̩,pɜrtˈmənt/ noun the section of a company dealing with marketing and sales

marketing intelligence /ˈmɑrkɪtɪŋ ˈɪntelɪdʒəns/ noun information about a market that can help a marketing campaign

marketing manager /ˈmɑrkɪtɪŋ ˈmænɪdʒər/ noun a person in charge of a marketing department

marketing mix /ˈmɑrkɪtɪŋ ˈmɪks/ noun a mixture of marketing techniques such as pricing, packaging and advertising used to promote the sale of a product

... draws on a database containing more than 75,000 new product marketing plans across 60 countries and more than 200 product categories. It provides database-based perspective for eight key marketing plan metrics covering the full marketing mix, including media,
Marketing model /mɑrkˈtɪŋ məˈdɛl/ noun an overview of the whole marketing process which can be shown graphically, often using a computer, and used to solve problems

Marketing research /ˈmɑrkɪtɪŋ rɪˈzɜːʃən/ noun all research carried out in order to improve marketing, including market research, media research and product research

Marketing services /ˈmɑrkɪtɪŋ sɜːrˈvɪs/ plural noun marketing functions other than selling, for example market research and advertising

Marketing strategy /ˈmɑrkɪtɪŋ ˈstrætədʒi/ noun a plan for marketing activities

Market intelligence /ˈmɑrkɪt ɪnˈtɛlɪdʒəns/ noun information about a market that can help a marketing campaign

Market liberalism /ˈmɑrkɪt ˈlɪbrəlɪzəm/ noun an ideology similar to capitalism, in which market forces are allowed to develop without outside interference

Market penetration /ˈmɑrkɪt ˈpɛnətrəʃən/ noun the extent to which a product reaches the potential buyers in its market

Market potential /ˈmɑrkɪt pəˈtænləs/ noun the sales of a product that should be achieved with the right kind of marketing campaign

Market research /ˈmɑrkɪt rɪˈzɜːʃən/ noun investigating the potential consumers for a product and gathering data about their needs, lifestyle, habits etc. which can be used for development and marketing purposes

Market specialist /ˈmɑrkɪt ˈspɛʃəlɪst/ noun a person who concentrates on a few markets, and is an expert on the media industry in these markets

Marquee /ˈmɑrkwɪ/ noun 1, a very large tent with straight sides that can be rolled up or removed, used for large gatherings such as parties, product launches, sales, and exhibitions 2, a piece of text that scrolls across a screen horizontally or vertically in a highlighted band

Martindale /ˈmɑrtɪndəl/ noun a device the checks the electrical supply from a socket is safe before any equipment is plugged in

Marketing model /ˈmɑrkɪtɪŋ məˈdɛl/ noun a philosophy that social inequality is caused by those people who are in power (the higher classes) being more represented in terms of their norms, values etc. than the working classes

COMMENT: The theory of Marxism was created by highly influential philosopher Karl Marx (1818–83), who was concerned with social conflict and class struggle throughout history and the effect it has had on social development. He was particularly concerned with labour and the means of production of goods within a society, thinking it to be one of the major causes of social conflict.

Marxist /ˈmɑrkɪst/ adjective based on the values of Marxism

Marxist mode /ˈmɑrkɪst məʊd/ noun a mode of media analysis which emphasises the role of the media in reinforcing the norms, values etc. of the powerful members of society and presenting these as representative of the general population. Compare functionalist mode

Mary Whitehouse /ˈmeəri ˈwɪθəʊs/ an important campaigner against falling moral standards in broadcasting. She formed the Clean Up TV Movement (later the National Viewers’ and Listeners’ Association) in 1963 and contributed to the banning of the film A Clockwork Orange on British TV as well as many other acts of censorship.

Masala /ˈməsələ/ adjective referring to typical form of Hindi filmmaking which combines many different genres (action, romance, comedy etc.) in a single film. The term is Hindi for ‘spices’ or ‘flavours’.

‘Gurinder Chadha’s follow-up to Bend It Like Beckham gives Jane Austen the masala treatment, with Bollywood song-and-dance routines pepping up the action.’ [Sukhdev Sandhu, The Daily Telegraph]

Mash-up /ˈmeʃ əp/ noun a song in digital format created by combining parts of different songs, for example the music track of one song and the vocal track of another

Mask /ˈmɑsk/ noun a shield, often a sheet of paper, placed over areas of unexposed photographic film to stop light hitting it ■ verb to prevent unwanted light
from reaching areas of unexposed photographic film, either using hands or a special shield

Maslow’s hierarchy of needs /ˈmæsləuəˌhɪərəˈkiːtraɪ/ ‘maslə/ noun the idea that when a person has pressing needs for essentials such as for food, rest, water etc., no other needs matter, and that other needs only begin to matter when these first are satisfied

masquerade /ˈmæskərəd/ noun in feminist theory, the idea of a mask of ‘womanliness’ which women wear to satisfy the typical image of a woman in a male dominated society

mass /ˈmeɪs/ adjective large-scale, involving large numbers (of people, products etc.)

mass communication /ˈmeɪskəˈkʌmjuːniˈkeɪʃn/ noun communication by means of broadcasting and newspapers, which reaches all or most people in society

massification /ˈmeɪsɪfɪˈkeɪʃn/ noun the act of taking all people in a group together as a whole, without reference to their individual characteristics or needs

mass manipulative model of media communication /ˈmeɪskəˈmeɪdʒəˌkɒmjuːniˈkeɪʃn/ noun a model that states that consumers passively receive communication that is fed to them by an all-powerful media, and that they can be influenced by it. Compare commercial laissez-faire model of media communication

mass-market /ˈmeɪskərt/ adjective having wide, popular appeal to large numbers of people, often used in a derogatory way to indicate a preference for sales over artistic integrity ■ verb to sell something to as many people as possible by advertising and promoting it widely

mass marketing /ˈmeɪskərˈmærkwɪŋ/ noun marketing that aims at reaching large numbers of people

‘The Office of Fair Trading is to assemble a new “scambusting” team, dedicated to stamping out the growing number of mass-marketing scams targeting UK consumers. The OFT estimates that Britons lose £1bn a year on various scams, which exploit low-cost marketing techniques to ensnare as many victims as possible.’ [James Daley, The Independent]

mass media /ˈmeɪsmiˈdiə/ noun all of the communications media that reach a large audience, especially television, radio and newspapers

mass observation /ˈmeɪsəbəˈzɛrɪʃn/ noun a technique of taking surveys by asking questions of very large groups of people

mast /ˈmeɪst/ noun a tall broadcasting aerial

master /ˈmeɪstər/ noun an original copy of something, for example a recording tape from which other copies can be made ■ verb to produce a master recording of something ■ adjective original, not a copy

master antenna television /ˈmeɪstərəˈtɛntrəˈvɪzən/ noun television signals that are received through an aerial or cable that serves several televisions, such as in a block of flats. Abbreviation MATV

master control room /ˈmeɪstər ˈkɒntrəl rʊm/ noun the part of a studio that controls output to the transmitter. Abbreviation MCR

mastering /ˈmeɪstərɪŋ/ noun the act of recording data onto a master disk which can be copied from many times without loss of quality

master of ceremonies /ˈmeɪstər əv ˈɛnitəriəz/ noun full form of MC

Master of Fine Arts /ˈmeɪstər əv ˈfaɪn ˈɑːts/ noun a qualification in theatre and drama for people with a first degree, often held by set designers. Abbreviation MFA

master shot /ˈmeɪstər ʃɒt/ noun a wide camera shot in which all the action in a film scene is visible

masthead /ˈmeɪstheɪd/ noun the main headline on a newspaper’s front page. Also called flag

materialism /ˌmeɪtəˈrɪəlɪzəm/ noun in cultural theory, the idea that culture exists purely through its products such as texts, art, media products etc., and is not an independent concept

matinée /ˈmeɪtəneɪ/ noun a performance of a play, concert or film that is given during the day, especially in the afternoon, often with cheaper seats than the evening performance
matrix /ˈmeɪtrɪks/ noun 1. a metal mould from which type is made in the hot-metal process 2. a mould made by pressing a raised surface in a substance such as plastic, used in stereotyping or electrotyping 3. a mould used in the production of gramophone records

matte /ˈmeɪt/ noun a dull finish, for example on paintwork or photographic prints  ■ adjective referring to a matt finish

matte /ˈmeɪt/ noun 1. a mask used for covering part of an image so that another image can be put on top of the original 2. a cover for a camera lens with a cut-out shape such as a key-hole, to give a particular effect when filming 3. a post-production technique in which objects can be separated from their background, and moved around  ■ adjective of a photographic print, not made on shiny paper. Compare gloss

matte artist /ˈmeɪt ɔːstər/ noun the member of a film and television production team who has responsibility for creating background sets and paintings to create a ‘real’ background image, such as the fantasy scenes in ‘The Wizard of Oz’ (1939)

matte shot /ˈmeɪt ʃɒt/ noun in filmmaking, a visual effect that is achieved by masking part of an image using a matte and replacing it with another image so that it combines with the rest of the original

MATV abbreviation TV master antenna television

maximal awareness /ˌmæksɪməl əˈweɪnəs/ noun the point at which a consumer is convinced enough by a product’s advertising to buy the product

mbaqanga /ˈmʊbəkɒNgə/ noun a rhythmic form of South African popular music

MC /ˈmeɪ ˈsiː/ noun 1. someone who makes the opening speech and introduces speakers or performers at a formal event. Full form master of ceremonies 2. a performer who acts as the host of a variety show performed in front of an audience. Full form master of ceremonies 3. a rapper whose role is to excite a crowd at a party or in a club and involve them in the music  ■ verb to speak rhythmically and often in rhyme over music

McComb and Shaw’s agenda-setting model of media effects 1976 /məˌkaʊm ənd ˈʃəʊz/ noun a model to show the way in which the media present events as important or not, and how this affects the impression that the general public has of how important they are

McDonaldisation /məˌkɒndəlaɪˈzeɪʃən/ noun the process by which large corporations are coming to take over more and more sections of society

‘In Italy, 42 towns now belong to the Slow Cities Association. To belong, they must limit pollution especially from noise... encourage environmentally-friendly local produce and preserve local cuisine, culture and traditions. In short, they must do everything in their power to combat McDonaldisation and promote the good life.’ [Sebastian Cresswell-Turner, The Daily Mail]

McGregor Commission Report on the Press 1977 /məˈɡrɛkər/ noun a report that was largely ignored, recommending that newspapers should be excused from paying interest on loans so that they could modernise their equipment and methods

McGuffin /ˈmɪɡfɪn/ noun in a film, play or book, something that starts or drives the action of the plot but later turns out to be unimportant

MCI /ˈmə sɪ/ noun an computer interface that allows any program to control a multimedia device such as a sound card or video clip

McLurg’s Law /ˈmɪklɜːz/ləʊ/ noun the journalistic idea that events have less news value, the further away they are from the place where they are being reported. For example, the theory suggests that a single casualty in one’s home country is as newsworthy as 1,000 casualties on the other side of the world.

McNelly’s model of news flow 1959 /məˈkɛnlɪz fləʊ/ noun a model in which a report of a news event passes through several intermediary stages between the original reporter and publication, and the effect that this has

MCPS abbreviation Mechanical Copyright Protection Society

McQuail’s accountability of media model 1997 /məˈkweɪl/ noun a model of the responsibilities that the
McQuail’s four stages of audience fragmentation a model of the way in which the audience for television broadcasts has changed from 100%, totally mainstream to a large number of smaller, specialised groups, due to the greater choice available

MCR abbreviation master control room

MCU abbreviation medium close-up

McWorld /məkˈwɜːld/ noun the idea of a culture which is a single unit dominated by big corporations

MDK /ɛm deɪk/ noun a product developed by Microsoft that allows developers to produce multimedia applications more easily using ready-made routines to produce multimedia applications, for example formats or column width

mechanical /ˈmɛʃəkl/ adjective relating to the various means or processes used to control or produce mechanical data form

mechanical data /ˈmɛʃəkl dətə/ noun information relating to the printing of newspapers or magazines, for example format or column width

media /ˈmiːdiə/ noun the various means of mass communication considered as a whole, including television, radio, magazines and newspapers, together with the people involved in their production

media analysis /ˈmiːdiə ənələsɪs/ noun the act of studying the media, in particular its role in society, how it has evolved, its effect on its audience, trends, its reliability when reporting news etc

media bought /ˈmiːdiə ˈbrɔʊkt/ noun a business that offers organisations a media-buying service and possibly other services such as media planning

media buying /ˈmiːdiə ˈbaʊɪŋ/ noun the process of buying space in a media product, for example a slot in a magazine, radio time etc., in which to place an advertisement

media centre /ˈmiːdiə ˈsɜːntə/ noun 1. the part of an organisation which releases information to journalists and the public, looks after promotions and public image etc. 2. a personal computer which, in addition to its usual functions, also provides access to digital television and radio, displays photographs, plays music etc

media circus /ˈmiːdiə ˈsɜːkəs/ noun a situation in which there is so much activity by the news media around an event that the coverage distorts the event’s significance

media class /ˈmiːdiə ˈklaːs/ noun a basic type of medium, for example television, radio or the press

media control /ˈmiːdiə ˈkəntrəl/ noun the amount of control that is placed on the media of a country by its government

‘Effective measures must be taken to prevent any invasion by harmful programming’, the rules said. The tightening of media controls [in China] goes beyond foreign companies. Over the last year, the space granted to domestic newspapers, magazines and internet websites to report on politically sensitive topics has been noticeably reduced.’

[Mure Dickie, The Financial Times]

media coverage /ˈmiːdiə ˈkʌvərɪdʒ/ noun reports about something in the media

mediacy /ˈmiːdɪəs/ noun the ability to use and understand media texts, both new and traditional. The word has developed by analogy with ‘literacy’ and ‘numery’.

media data form /ˈmiːdiə ˈdɛtə fɔrm/ noun a document giving basic data or information about a publication such as
media event /ˈmɛdiə ɪvənt/ noun an event that attracts a great deal of attention from the news media, often arranged specifically for that purpose.

media event /ˈmɛdiə ɪvənt/ noun an event that attracts a great deal of attention from the news media, often arranged specifically for that purpose.

media images /ˈmɛdiə ɪmˌdʒɪz/ plural noun the stereotypes, reference points and conventions created by the media.

media imperialism /ˈmɛdiə ɪmˌpɜrəliəmˌɜrəm/ noun same as cultural imperialism.

media independent /ˈmɛdiə ɪndəˌpendənt/ noun a business that offers organisations a media-buying service, but without the creative services usually offered by advertising agencies.

media messaging /ˈmɛdiə ˈmesɪdʒɪŋ/ noun the sending of images, sound, and text from one mobile phone to another.

Media Monitoring Unit /ˈmɛdiə ˈmɒnɪtərɪŋ ˈjuːnit/ noun a subscription service for government ministers to keep them up to date with all the latest news developments, 24 hours a day. Abbreviation MMU.

media objectives /ˈmɛdiə əbˈdʒektɪvz/ plural noun aims that an advertiser has in advertising through the media.

media option /ˈmɛdiə ɔpʃən/ noun a single unit of advertising space or time.

media organisations /ˈmɛdiə ɔrˌɡənəˈzeɪʃənz/ plural noun organisations whose aim is to provide information or entertainment to their customers while at the same offering marketers a way of reaching audiences with advertising messages.

media owner /ˈmɛdiə ˈəʊnər/ noun a person or company that owns a magazine or newspaper or a radio or TV station.

media plan /ˈmɛdiə ˈplæn/ noun a plan of an advertising campaign that shows which advertisements are to appear where and on which dates.

media planner /ˈmɛdiə ˈplɛnər/ noun a person who deals with media planning.

media planning /ˈmɛdiə ˈplɛnɪŋ/ noun a strategy concerned with what type of media should be used and how much advertising should be done and when.

Media Research Group /ˈmɛdiə ˈriˌzɜːk ɡruːp/ noun a group at the London School of Economics who carried out an investigation into children, culture and the media during 1997–8.

media schedule /ˈmɛdiə ˈʃedʒuːl/ noun same as media plan.

media selection /ˈmɛdiə ˈsɛkˈselʃən/ noun the process of choosing the right type of media for an advertising campaign.

media service /ˈmɛdiə ˈsɜːvɪs/ noun an organisation that provides the full range of media functions to its clients.

MediaSpan Selector /ˈmɛdiəspan ˈsɛkˈselər/ noun a questionnaire by TNS done every six months to examine the lifestyle and shopping habits of panel members.

media species /ˈmɛdiə ˈspiːʃɪz/ noun a classification of audiences according to their attitude to advertising, whether acquiescent, ambivalent, cynical or enthusiastic.

mediasphere /ˈmɛdiəˌspɜːf/ noun the range of available media, its influence and structure, in relation to the public sphere.

media strategy /ˈmɛdiə ˈstrætəˌdʒi/ noun action plans for achieving media objectives.

mediate /ˈmiːdiət/ verb to act as a medium that processes and transfers something such as information from one place to another.

media text /ˈmɛdiə ˈtekst/ noun any product related to media, for example a film, a television programme, a book, a magazine, a newspaper, an advertisement, a CD etc.

mediation /ˈmɛdiəʃən/ noun 1. in cultural theory, the process by which texts and media products are analysed through an intermediary ‘structure’, for example conventions of genre, form of production. 2. in cultural theory, the idea that texts interpret and hide meaning, and present it in a ‘mediated’ state, i.e. one that is not to be trusted.

mediatisation /ˈmɛdiəˌtɪzaʃən/ noun the process by which political activity and awareness raising has become more focused on media presentation, for example through the use of sound bites.

media vehicle /ˈmɛdiə ˈvɛlju/ noun the specific programme or publication used to carry an advertising message.
<table>
<thead>
<tr>
<th>Word</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>media</td>
<td>noun, a means of mass communication, for example television, radio or newspapers</td>
</tr>
<tr>
<td>medium</td>
<td>noun 1. a means of mass communication, for example television, radio or newspapers 2. the physical means of transmitting a message through a channel of communication</td>
</tr>
<tr>
<td>medium close-up</td>
<td>a camera shot that shows the head, shoulders and upper chest of a person. Abbreviation MCU</td>
</tr>
<tr>
<td>medium frequency</td>
<td>a radio frequency lying between 300 and 3,000 kilohertz</td>
</tr>
<tr>
<td>medium long shot</td>
<td>a camera shot that shows the upper half of a person to about the waist. Abbreviation MLS</td>
</tr>
<tr>
<td>medium shot</td>
<td>a camera shot that shows the upper half of a person to about the waist. Abbreviation MS 2. a filmed view, midway between long shot and close-up, that shows a standing person from the waist up or the full body of a sitting person</td>
</tr>
<tr>
<td>medium wave</td>
<td>a radio wave with a wavelength that lies between 100 and 1,000m</td>
</tr>
<tr>
<td>megaplex</td>
<td>a large cinema complex with at least fifteen screens, often with the same film playing at the same time in three or four of the theatres</td>
</tr>
<tr>
<td>melodrama</td>
<td>drama with exaggerated acting, extreme emotions and often comic overreaction</td>
</tr>
<tr>
<td>memory stick</td>
<td>a trade name for a small flash drive that can store data for use in portable electronic devices such as hand-held computers, digital cameras and mobile phones</td>
</tr>
<tr>
<td>merchandise</td>
<td>goods bought and sold for profit</td>
</tr>
<tr>
<td>merchandising</td>
<td>the creation of branded non-media products such as toys, food, posters etc., which take advantage of the success of something such as a popular film.</td>
</tr>
<tr>
<td>Mersey beat</td>
<td>pop music of the 1960s that originated in the Merseyside area, especially Liverpool, and was performed by groups such as the Beatles</td>
</tr>
<tr>
<td>message</td>
<td>a means of communication, for example through tone or newspapers</td>
</tr>
<tr>
<td>messageboard</td>
<td>a page or group of pages on the Internet which allows visitors to read and respond to messages posted by other users, usually on a specific topic</td>
</tr>
<tr>
<td>metadata</td>
<td>essential information contained in a document or webpage, for example its publication date, author, keywords, title, and summary, which is used by search engines to find relevant websites when a user requests a search</td>
</tr>
<tr>
<td>metafiction</td>
<td>in aesthetic theory, a fictional text that talks about the structures and conventions of fiction writing – essentially talking about itself</td>
</tr>
<tr>
<td>metal</td>
<td>printer’s type</td>
</tr>
<tr>
<td>metalanguage</td>
<td>language that describes language, such as the language of linguistics</td>
</tr>
<tr>
<td>metalingual</td>
<td>adjective of a message or piece of communication, referring to the language code in which it is transmitted.</td>
</tr>
<tr>
<td>metatext</td>
<td>the ‘real’ message sent by a piece of communication, for example through tone of voice, which may be different or even contradictory to the content</td>
</tr>
</tbody>
</table>
metanarrative /ˌmetəˌnærəˈtɪv/ noun
in the theories of structuralism and discourse, a narrative that describes or includes other narratives

metaphor /ˈmeɪfər/ noun the application of a word or phrase to somebody or something that is not meant literally but to make a helpful comparison

metasign /ˈmeɪˌsaɪn/ plural noun a device that converts sounds to electrical signals which can then be amplified, transmitted for broadcasting or recorded

microphone /ˈmaɪkroʊfəʊn/ noun a device that converts sounds to electrical signals which can then be amplified, transmitted for broadcasting or recorded

microfilm /ˈmaɪkroʊfɪlm/ noun a photographic reproduction of something, for example on microfilm, so small that it has to be magnified in order to be viewed

microprint /ˈmaɪkroʊprɪnt/ noun printed text, for example on microfilm, so small that it has to be magnified in order to be viewed

microprism /ˈmaɪkroʊprɪzn/ noun a small prism that is part of the viewfinder of many single-lens reflex cameras

microreader /ˈmaɪkroʊrɪdər/ noun a device that projects enlarged images and text from microfilm and microfiche onto a screen for easy reading

Microsoft /ˈmaɪkroʊsɒft/ noun the world’s largest software corporation, based in Washington, USA

Microsoft Office /ˌmaɪkroʊsəft ˈɒfɪs/ a trade name for a software package developed by Microsoft, which allows the user to carry out desktop publishing and produce spreadsheets, presentations and databases

Microsoft Windows /ˌmaɪkroʊsəft ˈwɪndəʊz/ a trade name for the most popular operating system used in personal computers, developed by Microsoft.

Mac OS Z. Unix

microwave link /ˈmaɪkrowɔr(v)lɪŋk/ noun a type of terrestrial link, different from a satellite link, in which there must be a clear line of sight between the transmitter and the receiver

middle-market /ˌmɪdˈmɑːkɪt/ "market", mid-market adjective in format and style, somewhere between a broadsheet and a tabloid, for example the Daily Mail

MIDI /ˌmɪdɪ/ abbreviation the interface between an electronic musical instrument
and a computer, used in composing and editing music to allow the computer to control an instrument or one instrument to control others. Full form of Musical Instrument Digital Interface

**MIDI control-change message** noun a message sent to a synthesiser to control the volume or pitch of a sound or to change the instrument patch used to generate a sound

**mike** /mɑk/ noun same as microphone a device to send the voice of a person, or transmit something through, a microphone

**Mike** /mɑk/ noun an internationally recognised code word for the letter M, used in radio communications

**mike cable** /maɪkˌkeɪbəl/ noun the cable connecting a microphone to a speaker or piece of recording equipment

**mike rattle** /maɪkˌrɑtl/ noun interference caused by moving the mike cable during recording

**milline** /mɪlɪn/ noun a unit of advertising copy equal to one column line in agate type in one million copies of a newspaper or magazine

**milline rate** /mɪlɪnˈreɪt/ noun the cost per unit of advertising copy

**Milton’s paradox** /ˈmɪltnz ˈpærədɔks/ noun the idea that theory and practice may not correspond, as illustrated by Milton’s work as a censor during Cromwell’s reign despite the fact that he claimed to support freedom of the press. 

**Areopagitica**

**mimetic plane** /ˈmɪmɪtɪk ˈplɛn/ noun in semiotics, the parts of signs which represent something (their signifiers), as contrasted with the objects or meanings which they represent (their referents). Compare **semiotic plane**

**mimic** /ˈmɪmɪk/ noun somebody who imitates others, especially for comic effect

**mimicry** /ˈmɪmɪkri/ noun the practice of imitating other people’s voices, gestures or appearance, often for comic effect

**Minicam** /ˈmɪnɪkæm/ a trade name for a portable, shoulder-mounted television camera used in outside broadcasts

**MiniDisc** /ˈmɪnɪdɪsk/ a trade name for a data storage facility like a small CD, with a different compression system for audio files

**MiniDisk recorder** /ˈmɪnɪdɪsk rɪkˌɔrɪdər/ noun a digital recording machine which uses MiniDiscs

**Mini-DV** /ˈmiːni dɪˈviː/ a trade name for a videotape format

**miniseries** /ˈmɪnɪˌsɛriəz/ noun a short series of television programmes, often a serialised fictional story, usually broadcast on consecutive nights

**Minority Report of Mr Selwyn Lloyd** (1950) a report which stated that the introduction of greater competition for the BBC would not lead to poorer quality broadcasting

**miracle** /ˈmɪrəkl/ noun 1. a small flowing style of writing used in medieval manuscripts 2. a letter of the alphabet written in minuscule style 3. a lower case letter

**MIPCOM** /ˈmɪpˌkɒm/ noun a ‘market-place’ which organises conferences and functions for media content providers, so that they can network and reach new markets

**MipTV** /ˈmɪptɪv/ noun the branch of MIPCOM dealing specifically with the television industry

**Miramax** /ˈmɪrəmæks/ noun a major Hollywood studio formed by brothers Bob and Harvey Weinstein in 1979, responsible for hits such as Pulp Fiction (1994), The Talented Mr Ripley (1999) and Sin City (2005)

**mirror** /ˈmɪrər/ verb to maintain an exact copy of a program, data, or website, usually on another file server noun same as mirror site

**mirror-phase** /ˈmɪrər ˌfeɪz/ noun in psychology, the stage at which a child begins to recognise that it is independent from its parents and is a separate being, observed by others

**mirror site** /ˈmɪrər saɪt/ noun a copy of a website maintained on a different file server so as to spread the distribution load or to back up data

‘The most that authorities can do is to try to shut down the website. That happened after the video footage of the beheading of Nick Berg, the US hostage, in May. But even with one website shut down,
mise en abyme

several "mirror" sites are likely to appear, making it almost impossible to close down the terrorists' method of communicating.
[Nicholas Rufford and Uzi Mahnaimi, The Sunday Times]

mise en abyme /ˌmiz əˈbeɪm/ noun in the theories of structuralism and discourse, the technique of "bottomless" reduplication, as when an image contains a smaller version of itself, which contains an even smaller version, and so on endlessly. Literally "to put into the abyss".

mise en scène /ˌmiz əˈsɛn/ noun 1. a style of film directing characterised by long scenes, little camera movement and few changes of camera position 2. the overall "look" of a filmed scene, including such things as lighting, costume design, period detail etc, and the positioning of actors, scenery and props

misinformed society /ˌmɪznərəmd ˈsəʊərəti/ noun a view that increased communications systems do not necessarily lead to better spread of information, because the information is often false or mistaken

misprint /ˈmɪsprɪnt/ noun an error in the printed copy of a text ■ verb to print something wrongly

misrecognition /ˌmɪsrɪˈkæɡnərɪn/ noun in psychoanalysis, the tendency of a person to look for a rational explanation for something that they cannot otherwise explain

mix /mɪks/ verb to put together various different audio feeds, for example music and the input from a microphone, or from several microphones

mix down /ˈmɪks daʊn/ verb to put together parts that have been recorded separately to create a final finished sound recording

mixdown /ˈmɪksdəʊn/ noun 1. the process of converting a multitrack recording, usually a master tape recorded in a studio, into a stereo recording, usually for public release 2. a new recording produced by a mixdown

mixed /ˈmɪksd/ adjective referring to a feed on which the different audio and video components have been digitally combined to be transmitted as one. Compare split track

mixed light /ˌmɪkst ˈlɑːt/ noun different colour temperature light sources on the same film set

mixed media /ˌmɪkst ˈmɛdɪə/ noun 1. the use of different artistic media, for example painting, photography and collage, in a single composition or work 2. the use of different advertising media together, for example billboards, television and radio

mixer /ˈmɪksər/ noun 1. an electronic device used to adjust and combine various inputs, for example performed or broadcast sounds, to create a single output 2. somebody who combines various sound recordings to create the final soundtrack of a film

mixing /ˈmɪksɪŋ/ noun the practice of putting together different pieces of audio, for example interview, music, effects etc., to make a complete piece for broadcasting

mixing desk /ˈmɪksɪŋ dɛsk/ noun a piece of equipment for receiving, checking, adjusting the levels of etc incoming audio feeds and creating a blended audio output

mix minus /mɪks ˈmæniəs/ noun same as clean feed

MLS abbreviation medium long shot

MMS /mɪms/ noun a system that allows sounds, images or animations to be included in text messages sent, usually, from mobile phones. Full form multimedia messaging service

MMU abbreviation Media Monitoring Unit

mobile control room /ˈməʊbərl ˈkɒntrəl ˈrʊm/ noun a truck with production equipment inside, used for coordinating outside broadcasts

mobile phone /ˈməʊbərl ˈfəun/ noun a portable telephone that works using a series of locally based cellular radio networks

mobilisation /ˌməʊbəlɪəˈzeɪʃən/ noun the ability of the media to stir up public feeling and encourage its audience or those in authority to take some action

moblogging /ˌməʊbləˈlɒŋɪŋ/ noun the use of a mobile phone or other hand-held digital device to post text and images to a weblog

modality /ˈməʊdələti/ noun in literary theory, the function of some words or phrases, such as ‘might’ or ‘I suppose’
etc. in a statement, that define levels of
certainty or agreement
model /ˈmɒd(ə)l/ noun a way of
explaining how something works
COMMENT: In media studies, a model is
an illustration of the way in which
something such as communication
works, showing the inputs, outputs and
processes and naming the factors which
affect the process. It presents an idea or
working theory in a clear, visual way.
modem /ˈməʊdəm/ noun a device
linking a computer to a telephone line so
that the Internet can be accessed
mode of address /ˈmɑːd ɔv əˈdrɛs/
noun the way that a media product
'speaks' to its audience
modern /ˈmɒd(ə)n/ noun a typeface
with heavy vertical strokes and straight
serifs
modernisation /ˌmɒdənəɪˈzɛf(ə)n/ noun
the scientific and technological
advances during the period of modernity
which led to social, economic and polit-
cal development. For example improved
healthcare, more efficient transport and
communications links
modernism /ˈmɒd(ə)ˌnɪz(ə)m/ noun 1.
various artistic movements involving a
high level of innovation that developed
during the 20th century 2. in aesthetic
theory, the development in literature and
the arts specifically between 1880 and
1940
modernity /ˈmɒdərəti/ noun in post-
modernist theory, the social, economic
and political development that took place
in the period between the 18th century
'ennlightenment' and the post-war period
of the 20th century
modify /ˈmɒdɪfaɪ/ verb to make a minor
change or alteration to something, or
change slightly, especially in order to
improve
modulate /ˈmɒdljuˌlət/ verb to change
the tone, pitch, or volume of sound,
for example of a musical instrument or the
human voice
mogul /ˈmɑʊɡ(ə)l/ noun same as baron
mole /mɒl/ noun a journalist's source
who is secretly reporting on the activities
of an organisation
MOMI abbreviation Museum
of the Moving Image
monitor /ˈmɒnətər/ noun 1. a receiving
device used to show video or closed-
circuit television pictures 2. somebody
who listens to and checks broadcasts for
a client or employer, for example to learn
foreign news or discover secret plans 3. a
receiver in a television studio that allows
the audience to watch the recorded
sections of a show or performers to view
parts of the programme
monochrome /ˌmɒnəkraʊm/noun 1.
a painting, drawing or print in shades of a
single colour 2. the art of painting,
drawing or printing in shades of a single
colour 3. the condition of being only in
black and white 4. the condition of being
drawn, painted or printed in shades of a
single colour 5. a black-and-white photo-
graph or transparency 6 adjective 1.
painted or drawn in shades of a single
colour 2. using or displaying only shades
of one colour or black and white
monochromatic /ˌmɒnəkrəˈmɒtɪk/
adjective painted or printed in a single
colour
monologue /ˌmɒnəˈləʊɡ/ noun 1. a
long passage in a play or film spoken by
one actor
monopod /ˌmɒnəpɒd/ noun a camera
stand like a tripod, but with a single leg. It
is less stable but easier to set up.
monopoly /maˈnɒpoli/ noun a situation
in which one seller holds a large share of
the market and effectively controls prices
and product supply
Monroe motivated sequence /mɔn
ˈtrəʊ/ noun five steps for creating a persua-
sive speech which achieves its aim of
making the audience take action
COMMENT: The five steps are 1) to
capture the attention of the audience, 2)
to outline a problem which is relevant to
them, 3) to discuss various solutions to
this problem, 4) to lead them to your
'preferred' conclusion, and, finally, 5) to
Montage encourage them to take some sort of action to achieve your aims.

Montage /ˈmɒntədʒ/ noun a sequence of images and/or sounds edited together to stimulate a particular emotional or intellectual response.

Moor /mʊə/ noun the next generation of MUD, which allows users to create a virtual reality in which they can interact.

Morality /ˈmɒrəlɪtɪ/ noun a system of acceptable social behaviour according to customs, morals etc.

Moral panic /ˈmɒrəl ˈpæmɪk/ noun a sudden increase in public anxiety about the possible effects of media products on consumers for example music that encourages sexism, violent video games, etc.

With 33% of British teenagers now classified as binge drinkers, alcohol abuse among the young is a rising problem, often overshadowed by moral panics over illegal, harder but less universally harmful drugs. [Mary Whitehouse]

Mores /mɔːrəz/ plural noun rules about acceptable social behaviour according to customs, morals etc.

Morgue /mɔːɡ/ noun a room or file in a newspaper office containing various pieces of information that are kept for future reference, for example for writing obituaries.

Morphing /ˈmɔːfɪŋ/ noun in film, a change in an object from one form to another, presented as one continuous movement.

Morphology /ˈmɔːfəlɒdʒi/ noun the study of the structure of words in terms of combinations of meaningful units.

Morse code /ˈmɔːs ˈkɔd/ noun a system for representing letters and numbers by using combinations of long or short beats, taps or beeps.

Mortise /ˈmɔːtəs/ noun a hole cut in a printing plate to receive type or another plate.

Motion picture /ˈmɔːʃən ˈpɪktʃər/ noun a film.

Motion Picture Association /ˈmɔːʃən ˈpɪktʃər əˌsɔsɪeɪʃən/ noun the international arm of the MPAA which protects the rights of Hollywood Studios against piracy both domestically and internationally. Abbreviation is MPA.

Motion Picture Association of America /ˈmɔːʃən ˈpɪktʃər əˌsɔsɪeɪʃən əv 'dɛmərɪkə/ noun the trade association in America which protects the interests of major Hollywood studios. Abbreviation is MPAA.

Motion Picture rating system /ˈmɔːʃən ˈpɪktʃər əˌsɔsɪeɪʃən ˈriˌzɑːktʃən/ noun the study of why people do things, specifically in media why they watch, listen, read, consume a product or respond to an advertisement.

Motor drive /ˈmɔːtər drɪv/ noun a motorised mechanism to move film through a camera.

Motown /ˈmɑːtɔʊn/ a trade name for a music company based in Detroit whose music, consisting of pop, soul and gospel, was especially popular during the 1950s and 1970s.

Mount /ˈmɔːnt/ verb to attach something securely to something else, such as a camera to a dolly.
mounting /ˈmaʊntɪŋ/ noun something on which something else is mounted, such as a tripod for a camera, which makes it easier to hold steady and adjust its position between shots

mouseover /ˈmɔːsəʊvə/ noun a feature on a webpage, for example a pop-up menu or graphic image, that is activated when a user moves the cursor over a contact point on the page. The feature is designed to encourage the user to select it.

movie file /ˈmuːvi faɪl/ noun a file stored on disk that contains a series of images that make up an animation or video clip

moviemaker /ˈmuːviˌmeɪkər/ noun same as filmmaker

MP3 /ˈem piː/ 'trɪs/ noun a format for compressing music files to approximately one tenth of their original size, while losing little quality

MPA abbreviation Motion Picture Association

MPAA abbreviation Motion Picture Association of America

.mpeg noun a computer format for video data

M-time /ˈem tɜːmi/ abbreviation monochronic time

MTV /ˈem tiː/ 'vizi/ noun a global television service that broadcasts music videos and related programming such as celebrity interviews, award shows etc. It is extremely popular and has a great deal of influence in the music world

muckraking /ˈmʌk,riːkɪŋ/ noun journalism that tries to uncover scandal, corruption, crime, fraud etc. which is of interest to the public

‘The press is also increasingly carrying such stories. The once staid but now transformed China Daily carries frequent articles on corruption, often in copious detail and with a muckraking tone.’ [Martin Jacques, The Guardian]

MUD /ˈem tiː/ 'et/ noun a piece of software usually used for gaming, which allows many different users to interact in the same environment. Full form multi-user domain

MUD object-oriented /ˈmʌdˌɒbjɛktˈɒbjɛktənt/ noun full form of MOO

mug /ˈmʌɡ/ verb to make exaggerated facial expressions in front of a camera

mug shot /ˈmʌɡ ʃɒt/ noun a head-and-shoulders shot

multi-actuality /ˌmʌltiˌæktjuˈælti/ noun the existence of many different and often contradictory meanings attached to any given sign or symbol

multiband /ˌmʌltiˈbænd/ adjective referring to the separate processing of more than one bandwidth of a signal in order to achieve higher fidelity

multi-camera /ˌmʌltiˈkæmərə/ adjective using more than one camera

multi-channel home /ˌmʌltiˈkænl ˈhoʊm/ noun a household that can receive cable or satellite television as well as terrestrial channels

multicoloured US /ˌmʌltiˈkʌləd/ /ˈmʌltiˈkɔːld/ noun of more than one colour able to print more than one colour at once

multiculturalism /ˌmʌltɪkʌltʃərəlɪzəm/ noun in sociology, the different belief systems, customs and cultural products of different communities, brought together in a single society

multimedia /ˌmʌltiˌmiːdiə/ noun the combination of different media, for example sound, video, images or computer technology, in one package such as a CD-ROM

multimedia document /ˌmʌltiˈmiːdɪə ˌdɒkjʊmen/ noun an electronic document that contains interactive material from a range of different media such as text, video, sound, graphics and animation

multimedia home platform /ˌmʌltimɪˈdiə ˌhɑːmˌpiːpəˌplɑːtʃəm/ noun a digital broadcasting standard that combines Internet and television broadcasting to create interactive television. Abbreviation MHP

multimedia messaging service /ˌmʌltimɪˈdiəˌmesɪdʒɪŋˈsɛrvɪs/ noun TELECOMS full form of MMS

multimodal /ˌmʌltiˈməʊdəl/ adjective using several different channels to access the same information, for example, cinema listings which are available in the press, by phone and on the Internet

multipath /ˌmʌltɪˈpaʊθ/ adjective relating to television or radio signals that use more than one route from the transmitter to the receiver, causing picture or sound distortion
channels using a single wavelength technology to broadcast several different stations with a tiny space between them.

A communication channel is defined as a system of communication lines that are accessible at a number of points. Two or more signals can be sent along one channel, which is called multi-user domain. A multistart is a program that is made up of several fragments, each of which is delivered at a different time, so that interference results from two or more radio signals overlapping, especially a hissing noise. A musical sound is a type of sound that is produced by musical instruments, such as an instrument that is played by a human or by a machine.

### Multiplanar Imaging

Multiplanar imaging is a method of displaying images that are obtained from different planes at the same time. This technique is used in medical imaging to provide a more detailed view of the body. For example, in a multiplanar imaging system, a CT scan of the brain may be displayed in three dimensions, allowing the radiologist to better see the anatomy.

### Murdoch Effect

The Murdoch effect refers to the phenomenon where Rupert Murdoch, the media magnate, exerts an influence over the news that is reported in his media empire. This influence is seen to have become more and more obsessed about money and big business. Murdoch's business empire includes The Times, The Sun, and Fox News, among others.

**COMMENT:** The term is named after Rupert Murdoch, who is said to exert an influence over the news that is reported in his media empire so that it doesn't conflict with his interests as a businessman.
mute /mjuːt/ adjective with no sound
Mylar /ˈmaɪlər/ a trade name for a thin strong polyester film used in recording tapes and photography

myth /mɪθ/ noun 1. a traditional story about heroes or supernatural beings, often attempting to explain the origins of natural phenomena or aspects of human behaviour 2. a set of often idealised or glamorised ideas and stories surrounding a particular phenomenon, concept or famous person 3. a widely held but mistaken belief

mythology /ˈmiθələdʒi/ noun 1. a group of myths that belong to a particular people or culture and tell about their ancestors, heroes, gods and other supernatural beings, and history 2. the study of myths, or the branch of knowledge that deals with myths 3. a body of stories ideas, or beliefs that are not necessarily true about a particular place or person
n, N symbol PRINTING en dash
nabe /nerb/ noun a local cinema
Nachträglichkeit /nae̯tʃ'traːlɪxt,keːrt/ noun literally 'deferred action'. The idea that dealing with a traumatic event may be deferred in a person’s mind until a later time when they are mature enough to process it.
Nagra /ˈnɑɡra/ noun a Swiss company which make standard sound recording equipment
name super /ˈnɛtm ,suːpə/ noun same as super
Napster /ˈnæpstər/ a trade name for software that allows users to share files, normally MP3-format music files, over the Internet
narcotising dysfunction /ˌnaːkəˈtæzɪŋ dɪˈsɜːfɪkʃən/ noun the social consequence of the mass media overloading audiences with so much information that they are reduced to apathy
narrate /ˈnærət/ verb to tell the story or provide a commentary for a film or television programme
narration /ˈnærəʃən/ noun the process of explaining what is happening as a story or event progresses
narrative /ˈnærətɪv/ noun the way in which a story is told
COMMENT: Considerations in a narrative are: the chronological order of events, the person who is telling the story, the ways in which themes and motives are represented, the way in which secrets are revealed, characterisation and role fulfilment, values and importance attached to events, and more.
narrative paradigm /ˈnærətɪv ,pərədæm/ noun the theory that part of what defines us as humans is our tendency to tell stories
narrator /ˈnærətər/ noun the person who tells the story in a film or book, not necessarily a character in the story themselves
narrowcast /ˈnærəʊkæst/ verb to aim a radio or television broadcast at a limited audience, defined by considerations such as geography or special interests
narrowcasting /ˈnærəʊkæstɪŋ/ noun a term formed by analogy with broadcasting, in which programming and advertisements are aimed at a narrow, specialist audience
national /ˈnæʃənal/ noun PRESS same as national newspaper
National Association of Television Program Executives /ˈnæʃənəl æˌsəusiʃən əv ˈteɪvɪʃən pəˈrərədʒəm əˌprədʒəm / noun an organisation which offers its members information on creative development in the US television industry. Abbreviation NATPE
National Broadcasting Company /ˈnæʃənəl broʊˈkɑrənt/ noun an international media company based in the USA that operates terrestrial and cable broadcasting and Internet news provision. Abbreviation NBC
nationalism /ˈnæʃənəl ɪˌzɪzm/ noun pride in a particular nation’s cultural identity
'Extremism in nationalism, like anything else, is ugly. But it is more than time that we learned to celebrate British history rather than forever abusing it, and encourage newcomers to Britain to do likewise. If we do not seem to believe in our own heritage, why should anyone else?' [Max Hastings, The Daily Mail]
national media /ˈneɪʃənəl ˈmɪdiə/ noun the broadcast and print products of a country that get nation-wide distribution, for example major newspapers and television programming

national newspaper /ˈneɪʃənəl ˈnɜːzpərpərl/ noun a newspaper that is available and read in every part of a country. Also called national

National Readership Survey /ˈneɪʃənəl ˈrɪdzəʃəp ˈsɜːrvɪs/ noun a commercial organisation which provides readership statistics for 250 major publications in the UK, using random probability testing. Abbreviation NRS

National Television Systems Committee /ˈneɪʃənəl ˈtelɪvʒən ˈsɪstimzn ˌkɔ,meɪtɪ/ noun full form of NTSC

National Union of Journalists /ˈneɪʃənəl ˈjuːznʌn əv ˈdʒɜːznəlɪsts/ noun the trade union for journalists in the UK and Ireland. Abbreviation NUJ

National Viewers and Listeners Association /ˈneɪʃənəl ˈvɪdʒəs ənd lɪstənzərɪˈʃəf/ noun full form of National Viewers and Listeners Association

National Readership Survey

National Union of Journalists

National Viewers and Listeners Association

National Television Systems Committee

natural break /ˈneɪʃənəl ˈbreɪk/ noun a convenient or reasonable point in a television programme for a commercial break

naturalism /ˈneɪʃənəl ˈnæturəlɪzəm/ noun a method of filmmaking that represents characters and locations as they actually would be, as opposed to trying to create artificial drama and effects

naturalistic illusion of television /ˈneɪʃənəl ˈnætʃrəstɪk ˌɪləˈʃən əv ˈtelɪvʒən/ noun the impression given by some television programmes that what they are showing is real life when it is not nature /ˈneɪʃən/ noun 1. the countryside or the environment in a condition relatively unaffected by human activity or as the home of living things other than human beings 2. the intrinsic or essential qualities of a person or thing

negotiated commission /ˈnegətɪd ˈkəmɪʃən/ noun a commission negotiated by certain companies to move about a website by clicking on highlighted computer links

navigate /ˈnævɪdʒ/ verb to move about a website by using the links provided in it

NBC abbreviation BROADCAST, US National Broadcasting Company

NC-17 /ˌɛn sɪv ənˈtɪn/ noun a censorship classification in the United States indicating that a film should not be seen by children under the age of 17 because of its adult content

Near Instantaneous Amplitude Compressing Modulation /ˌnɪər ɪnˈstəntənəs əˈmɪpplətɪv əˈmɒdʒəl ˈməʊdʒəl/ noun a modulation method for instantaneous video transmission, which means that a particular programme or film is transmitted on a number of different sister channels at a short interval on each, so that the viewer can choose to start watching at the most convenient time for them. Abbreviation NVAM

Near Video On Demand /ˌnɪər ˈvɪdɪəʊ ən ˈdrʌmənd/ noun a situation in which the same programme or film is transmitted on several different sister channels at a short interval on each, so that the viewer can select the most convenient time for them. Abbreviation NVOD

needle /ˈnɪdl/ noun the tone arm on the pickup of a record player

needle time /ˈnɪdl tɜːm/ noun the agreed maximum amount of time that a radio station can spend playing recorded music

'n In fact Peel’s role as the impresario and talent-broker of a certain kind of alternative contemporary music can hardly be overstated… he was practically the only national DJ prepared to give needle-time to the raucous DIY offerings of bands such as the Damned and the Buzzcocks.' [Spencer Leig, The Independent]

negative /ˈneɡətɪv/ noun a photographic image that has been developed but not printed and shows black and white tones reversed and colours as complementary. adjective referring to photographic film that has been exposed to light and developed, used as a basis for preparing final prints

negative cutter /ˈneɡətɪv, ˈkeɪtə/ noun the member of a film and television production team who is responsible for conforming negatives so that they match the director’s view of what should be seen on screen

negotiated commission
negotiated meaning

1. A situation agreed with an advertising agency before work starts, and which may be different from standard commissions.

negotiated meaning /ˌnegəˈtjʊəd miˈniŋ/ noun the 'compromise' that is reached between the preferred reading offered by a text and the reader's own assumptions and interpretations.

negotiation /ˌnegəˈteɪʃən/ noun the process of arriving at a compromise between the preferred reading offered by a text and the reader's own assumptions and interpretations.

net /net/ noun a broadcasting network

net audience /ˈnet əˌdɪəns/ noun the total number of people reached by an advertising campaign, excluding duplications. According to this method, a person will be counted once whether they have seen an advertisement once or twenty times. Compare advertising impression.

Net imperative /ˈnet ɪmˈpərətɪv/ noun the idea that it is vital for organisations to use the Internet for business purposes if they are to be successful in the future.

netiquette /ˈnet ɪkɛt/ noun an informal set of standard rules for how to use the Internet.

'However familiar many parents are with the wonders, as well as the wiles, of the web, they still find the "netiquette" of chat rooms a mystery. "It's the language and syntax", says Fiona Derbyshire, mother of two teenage girls. "It's even more impenetrable than texting."

[Martin Wroe, The Sunday Times]

netphone /ˈnet əfəʊn/ noun a phone that makes connections via the Internet.

NetShow /ˈnet ʃəʊ/ a trade name for a system developed by Microsoft to provide audio and video delivery over the Internet without interruptions in the video sequence.

Net surfing /ˈnet ˌsɜːfɪŋ/ noun the activity of moving through sites on the Internet out of interest.

network /ˈnet wərk/ noun 1. an interconnected system of communications channels. 2. a group of communication channels, for example television or radio stations, owned by a single company.

networking /ˈnet wərkɪŋ/ noun 1. the process or practice of building up or maintaining informal relationships, especially with people whose friendship could bring advantages such as job or business opportunities. 2. the process of interconnecting two or more computers either in the same room or different buildings, in the same town or different towns, allowing them to exchange information.

network marketing /ˈnet wərk ˈmɑːrkɪtɪŋ/ noun a marketing campaign carried out through a complete magazine network.

network programming /ˈnet wərk ˈprəʊɡræmɪŋ/ noun the practice of scheduling television programmes over the whole network.

network society /ˈnet wərk səˈsərəti/ noun a society that regularly uses global networks for the purposes of work, communication and government.

neutral density filter /ˈnjuːtrəl ˈdɛnsəti ˈfɪltr/ noun a filter used on a camera lens to prevent overexposure in strong lighting conditions.

Newcomb's ABX model of communication 1953 /ˈnjuːkaʊm bəl əˈbiːɛks ˈmɔːdəl/ noun a communication model in which there are three points of reference – the sender (A), the receiver (B) and the social situation in which the communication takes place (X).

new journalism /ˈnjuː ˈdʒɔrnlɪzəm/ noun a type of reporting similar to gonzo journalism, in which the reporter records a stream of consciousness.

New Line Cinema /ˈnjuː ˈlайн ˈsɪnəmə/ noun a major film studio, a subsidiary of Time Warner, formed in 1967. It has produced such blockbusters as the Austin Powers series of films and the Lord of the Rings trilogy.

news /ˈnjuːz/ noun 1. a broadcast report on important events or developments that are taking place. 2. information about
current events and developments as it is reported in the mass media

news agency / ’nju:z , erdʒənsi/ noun an organisation that provides accurate information on the news to other media such as newspapers and radio so that they can report it, and also to online subscribers. They are often global, operating in several languages. Examples of major news agencies are Reuters and Associated Press (AP). Also called news service, press agency

newsagent / ’nju:zdʒent/ noun a person whose job is to sell newspapers and magazines, often together with confectionery, tobacco and other items

news aid / ’nju:zd/ noun the idea that news coverage that is aimed at alerting people to suffering, distress, victims of disasters etc. often gives a simplistic view of the reasons behind what has happened

newsboy / ’nju:zbɔi/ noun a boy who sells or delivers newspapers

newsbreak / ’nju:zbreIk/ noun 1. a short news bulletin during a radio or television programme 2. something that is newsworthy

newscast / ’nju:zkast/ noun a programme of news reports on the television or radio

newscaster / ’nju:zkæstə/ noun a person whose job is to read the news on television or the radio

news conference / ’nju:z , konfərəns/ noun broadcast, press same as press conference

News Corporation / ’nju:z , kɔrpəs/ noun one of the world’s largest media conglomerates which owns book publishers, magazines, film studios and cable and satellite television channels across Australia, the UK and the US. The majority shareholder is mogul Rupert Murdoch

newsdealer / ’nju:zdilə/ noun a person who keeps a shop or stall selling mainly newspapers, magazines and often paperback books and confectionery

newsdesk / ’nju:zdezk/ noun the place where a news editor prepares news for publication or broadcasting

new season / ’nju:z , ˈsiːzn/ noun the start of the television year, usually taken to be the autumn and winter programming season

news flash / ’nju:zf lɑʃ/ noun a short report about an important piece of news, that interrupts a scheduled programme

‘Last month the Broadcasting Complaints Commission (BCC) upheld a religious complaint against Eamon Dunphy’s show on NewsTalk 106 which broadcast a spoof newsflash in December last year saying that Pope John Paul II had died.’ [Dearbhail McDonald, The Sunday Times]

news frameworks / ’nju:z , frekwənsiz/ plural noun a shared set of rules or guidelines by a group of editors and journalists about what counts as ‘newsworthy’

news gathering / ’nju:z , ˈgeɪfərɪŋ/ noun the system by which news is obtained from sources, interviewees, observation, news agencies etc.

news girl / ’nju:zɡɜːld/ noun a girl who sells or delivers newspapers

newsgroup / ’nju:zgruːp/ noun a news discussion group on the Internet

newshound / ’nju:zhauнд/ noun a newspaper reporter

newsletter / ’nju:z , ˈletə/ noun a report that contains matters of interest to a specific group such as the members of a society or employees of an organisation, and is regularly sent to them

news-literate / ’nju:z , ˈlɜtət/ adjective referring to somebody who has the ability to ‘read’ the news intelligently taking into consideration its conventions, codes, norms etc.

news magazine / ’nju:z , ˌmeɡəɡɔzn/ noun 1. a radio or television programme consisting of news commentary, interviews, investigative reporting and features 2. a magazine, often published weekly, that contains reports and analysis of the previous week’s news

newsman / ’nju:zmən/ noun a male journalist or newscaster

newspaper / ’nju:zprɛpə/ noun 1. a daily or weekly publication containing news reports and commentary, features and advertisements, and is printed on large folded sheets of paper. Also called paper 2. an organisation that publishes a newspaper 3. a sheet or sheets of a newspaper
newspaperman /ˈnjuːspərˌpɜːrmən/ noun 1. a male newspaper reporter or editor 2. a person who sells newspapers

newspaperperson /ˈnjuːspərˌpɜːrpərn/ noun 1. a newspaper reporter or editor 2. somebody who owns a newspaper

newspaperwoman /ˈnjuːspərˌwʊmən/ noun 1. a female newspaper reporter or editor 2. a woman who owns a newspaper

newspaper /ˈnjuːspərpər/ noun an imitative form of language in George Orwell’s 1984, in which the size of vocabulary and ranges of meaning were so restricted that this in itself restricted the concepts and thoughts that a person was capable of formulating

news /ˈnjuːz/ noun a person whose job it is to process and supply news according to the format of the institution or publication

news person /ˈnjuːsˌprərərn/ noun 1. somebody who presents the news, especially the headlines, on a television or radio newscast

newsroom /ˈnjuːzrʊm/ noun the office in which journalists, researchers, editors etc. gather to put news stories together

news service /ˈnjuːzˌsərvɪs/ noun same as press release

news release /ˈnjuːz rɪˈlɪs/ noun same as press release

news weekly /ˈnjuːzˌwɛkli/ noun a newspaper or news magazine that is published weekly

newsprint /ˈnjuːzprɪnt/ noun the cheap, low-quality paper that newspapers are printed on

news professional /ˈnjuːz prəˈfərərn/ noun a person whose job it is to process and supply news according to the format of the institution or publication

newsreel /ˈnjuːzrɪəl/ noun news reports on film, often shown at the cinema before the main feature, which were popular from World War I until the advent of television

news broadcast /ˈnjuːz ˈbrəʊdstræst/ noun same as press agency

newsstand /ˈnjuːstænd/ noun a stall for selling newspapers and magazines

news values /ˈnjuːz ˈvæljuːz/ noun the criteria applied to news stories and employed when gatekeeping

COMMENT: Examples of typical news values would be the event’s impact on the public (the number of people affected, its unexpectedness), the human interest (the involvement of a famous person or powerful nation, the relevance of the topic to the audience) and the pragmatics of news reporting (the existence of similar stories in the news, the time of the event taking place, etc)

courier /ˈkʊriər/ noun a person who delivers newspapers

courier /ˈkʊriər/ noun a person who sells newspapers

newsworthy /ˈnjuːzəˈwɜːθi/ adjective referring to stories or issues that are interesting or important enough to be reported in the media

‘For all the empowerment of women, though, violence by men against women is still far more serious than vice versa. Serious cases of women as the aggressors are newsworthy exceptions which prove the rule.’ [Peter McKay, The Daily Mail]

newswriting /ˈnjuːzrɪtɪŋ/ noun the process of writing news stories

new wave /ˈnjuːvə/ noun 1. a style of film-making that developed in France during the late 1950s and 1960s that was a reaction against established French cinema, emphasising unconventionality and the individual styles of directors 2. a type of rock music in the late 1970s that developed from the punk rock era

New World Information and Communication Order /ˈnjuː ˈwɜːld ʔaɪnˈfəmeɪʃən ənd ˈkɒmjuːnikəʃən ˈɔrdr/ noun a UNESCO concept from the early 1970s and 80s with the aim of making media representation of developing countries more equitable across the globe. It was unpopular with the United States who withdrew their membership from UNESCO in response

next matter /ˈnekst ˈmeɪtə/ noun advertising material placed next to editorial matter in a publication

NICAM /ˈnɪkæm/ noun a system in which digital quality audio can be transmitted through an analogue signal and decoded by compatible viewing equip-
ment. Full form of Near Instantaneous Amplitude Companding And Modulation

niche /ˈnɪʃ/ noun an area of the market specialising in one type of product or service ■ adjective referring to something highly specific, that is relevant to only a small section of the population

niche audience /ˈnɪʃ/ˈɔːdəns/ noun a small target audience that is highly specific

niche marketing /ˈnɪʃ/ˈmɑrκɪtɪŋ/ noun the process of marketing to small but potentially highly profitable specialist markets

nick /ˈnɪk/ noun PRINTING a groove in the side of a piece of metal printing type, used to align and often, identify it

nickelodeon /ˈnɪk(ə)lɔˈdɪən/ noun an early 20th-century cinema where a ticket cost five cents

Nielsen Media Research /nɪlˈzɛn mediaˈrɪsk/ərɪŋ/ noun a multinational media company that provides television and audience viewing figures, information about print readership and information for the purposes of marketing and advertising

Nielsen Television Index /nɪlˈzɛn ˈteɪvlɪvˈɪʃən/ˈɪndɛks/ noun the most-used television audience ratings in the USA, produced by media research company A. C. Nielsen. Abbreviation NTI

nl abbreviation a proofreading mark on a text that means ‘new line’

NLE abbreviation non-linear editing

noddy /ˈnɑdɨ/ noun a cutaway shot of an interviewer nodding, looking interested etc., used to disguise editing, avoid jump cuts or simply break up a long speech by the interviewee

Noelle-Neumann’s spiral of silence model of public opinion 1974/ˈnɔɪlɪˌniːmən/ noun a model of the way in which a person is less likely to voice their opinion if they think there is little support for it, meaning that it appears even less popular

noir /nɔːr/ adjective relating to or reminiscent of the style of film noir

noise /nɔɪ/ noun 1. interference either visually or on the soundtrack when using magnetic tape 2. any sort of interference affecting a channel of communication 3. unwanted or meaningless data intermixed with the relevant information in the output from a computer

noise level /ˈnɔɪ/ˈlev(ə)/ noun the amount of unwanted information found when searching the Internet

nomadism /nəˈmeɪdʒ/ˈdʒɪzm/ noun in feminist theory, the practice of rejecting mainstream cultural forms and territorialisation in order to undermine the theory that humans instinctively create an inclusive, unifying culture

non-aligned news pool /ˈnɔn əˌmaɪnd ᖣˈnɜːr āˈpʊl/ noun a news agency formed by 85 countries, agreeing to share news gathered by their domestic agencies with each other

nonbroadcast /ˈnɔnˈbrɔːkstrækt/ adjective referring to material that is not suitable for, or transmitted by, radio or television

non-diegetic sound /ˈnɔnˈdɪədʒɪk/ˈsaʊnd/ noun sound that is not coming from a recognisable source in a piece of film but has been added to the soundtrack, for example a voiceover or a piece of music. Compare diegetic sound

nonimpact /ˈnɔnˈɪmpəkt/ adjective referring to a printing method that does not involve pressing ink onto a surface, but uses laser or ink-jet technologies

non-linear editing /ˈnɔnˌlinər ˈɛdɪtɪŋ/ noun film and video editing that is performed on a computer, in which the shots may be handled separately and digitally reassembled in any order. Also called random-access editing. Abbreviation NLE

non-media /ˈnɔnˈmiːdiə/ adjective unconnected to the media

nonpareil /ˈnɔnˌpəril/ noun a size of printers’ type equal to six points

nonprint /ˈnɔnˈprɪnt/ adjective referring to material that has not been printed

nonprinting /ˈnɔnˌprɪntɪŋ/ adjective referring to characters not used or intended for printing

nonsexist /ˈnɔnˈsɛksɪst/ adjective avoiding or not involving discrimination based on sex

non-sync /ˈnɔnˌsʌŋk/ noun non-synchronised sound, i.e. a soundtrack that is produced separately from the picture. Compare sync
non-synchronised 160

non-synchronised /ˌnɔnsɪkˈrɑnɪzɪd/ adjective of sound, not matching up exactly with the pictures because for example the soundtrack was recorded separately.

non-verbal communication /ˌnɔnˈvɜːbəl kəˌmjuːnɪˈkeɪʃən/ noun any communication that is not performed with words, for example facial expression, gesture, touch, tone, posture etc. Abbreviation NVC

non-verbal vocalisation /ˌnɔnˈvɜːbəl ˈvəʊkəlɪˈzeɪʃən/ noun a sound or quality of sound made by a person that is not language but communicates something about the speaker, for example a laugh, a stutter, a change of pitch.

norm /nɔrm/ noun something which is normal, usual, expected; a convention or standard.

normative /ˈnɔrmətɪv/ adjective according to norms, what is expected as opposed to what happens in reality.

Northcliffe revolution /ˈnɔrθklɪf/ ˌrevəluˈʃən/ noun a shift in the economic basis of newspaper publication in the late 19th and early 20th century, as they became dependent on advertisement revenue and therefore on grabbing attention and attracting more readers.

COMMENT: The term is named after newspaper baron Lord Northcliffe, who founded the Daily Mail and the Daily Mirror as well as turning around the fortunes of other dailies by making their content more sensational and populist in deference to his advertisers. The Daily Mail held the highest circulation of any newspaper in the UK from its inception in 1896 until his death in 1922.

nostalgia /ˈnɒstəlʤi/ noun a mixed feeling of happiness, sadness and longing when recalling a person, place or event from the past, or the past in general.

‘…the publication of The Best Of Jackie, a book which celebrates the top-selling teenage magazine of bygone years, is a portal into another era. I sat on the floor, pages spread around me, swamped in nostalgia, instantly transported back to another life, another time…’

[Nina Myskow, The Daily Mail]

note /nəʊt/ noun an extra piece of information often given at the bottom of a printed page or at the very end of a text

notice /ˈnəʊtɪs/ noun a written statement of information, often displayed on a board or wall, or published in a newspaper or magazine.

noting scores /ˈnəʊtɪŋ skɔrz/ plural noun the percentage of a publication’s readers who report having seen a particular article, advertisement etc.

November /ˈnɔvəm bəl/ noun an internationally recognised code word for the letter N, used in radio communications.

n.p., NP abbreviation a proofreading mark on a text that means ‘new paragraph’

NRS abbreviation National Readership Survey

NTI abbreviation TV, US Nielsen Television Index

NTSC /ˌnɪtsɪs/ noun the standard television system in many countries, including the USA, Canada and Japan. Full form National Television Systems Committee

nudie /ˈnjuːdi/ noun a product such as a film or magazine that features unclothed performers or models

NUJ abbreviation UK, PRESS National Union of Journalists

number /ˈnʌmbər/ noun one of a series of things, especially a single issue of a magazine

nut /nʌt/ noun PRINTING same as en

NVC abbreviation non-verbal communication

NVOD abbreviation Near Video On Demand

NVQ abbreviation National Vocational Qualification
OB, o.b. abbreviation outside broadcast
obelisk /ˈobəlɪsk/ noun PRINTING same as dagger
obelise /ˈobəlaɪz/ verb to insert a dagger or obelus into a printed text
obelus /ˈobəlus/ noun 1. a symbol (†) used in modern printed editions of ancient manuscripts to show that a particular section is possibly not genuine 2. PRINTING same as dagger
obit /ˈɒbɪt/ abbreviation obituary
obituary /ˈɒbɪtʃʊrɪə/ noun an account of a prominent person’s life, published in a newspaper shortly after they have died. Abbreviation obit
object /ˈɒbdʒekt/ 1. something that can be seen or touched, or something that is perceived as an entity and given a name 2. a focus of somebody’s attention or emotion 3. a collection of variables, data structures, and procedures stored as an entity and forming a basic building block of object-oriented programming
object database /ˈɒbdʒektˈdeɪtəbæs/ noun a database that has the capacity to deal with audio and video files. Abbreviation ODB
object-image ratio /ˈɒbdʒektˈɪmɪdʒrɪəl/ the difference between the actual size of an object being photographed or filmed and the size of the final image produced
objective and task method /ˈɒbdʒektɪv ənd ˈtæsk ˌmɛθəd/ noun a method of calculating an advertising budget by setting objectives, deciding what tasks are needed to achieve them and then calculating the actual costs involved
objectivity /ˈɒbdʒektɪvɪtɪ/ noun the idea that news can and should be reported without opinion or bias. Compare subjectivity
‘A month ago, some of American television’s most recognisable news reporters took on the unlikely role of conscience of the nation as they howled with indignation about the poor and dispossessed of New Orleans… They lost all pretence of detached objectivity and instead gave full vent to their frustration and anger.’ [Michael Ainsworth, The Independent on Sunday]
object language /ˈɒbdʒektˈlaŋɡwi∫dʒ/ noun the meanings and symbolic values that a person attaches to objects around them
obl. abbreviation PRINTING oblique
oblique /ˈɔbliːk/ noun PRINTING same as slash
obscenity /ˈɒbsənəti/ noun a word, phrase or statement that is offensive, especially because of being sexually explicit, and may be subject to legal restraints regarding broadcast or publication
obsolescence /ˈɒbsələsəns/ noun the state of becoming obsolete by being replaced by something new
obsolete /ˈɒbsəliːt/ noun no longer in use, usually because of having been replaced by something new and more interesting or efficient
occupational soap /ˈɒkʃənəl ˌsəʊp/ noun a soap opera that is based around a place of work, rather than a street or other place where people live. An example of this is The Bill.
OCR abbreviation optical character recognition
octavo /ˈɒktəvəʊ/ noun 1. a book with 8 leaves and 16 pages resulting from the folding in half of a single sheet of standard-sized printing paper three times.
octodecimo
Also called eightvo 2. the size of one page of an octavo book

octodecimo /ˈɔktədɛskɪmo/ noun a book that measures about 10 by 16 cm/4 by 4 1/4 in, or this size of book. Also called eighteenmo

Office of Telecommunications /ˈɔfɪs ɔ,ˈtelɪkəˌmjuːˈnɪŋkəˈfiʃəlzn/ noun the body formerly responsible for regulating the non-military radio spectrum in the UK, issuing licences and protecting it from unauthorised use. It was replaced by OFCOM under the 2003 Communications Act. © OFCOM

Official Secrets Act /ˈɔffɪʃəl ˌsiːkrətɪz ækt/ noun an act of Parliament that allows some censorship of the media, on the grounds that the information might be of use to the country’s enemies

offline /ˈɔnli/ adjective 1. referring to a computer not connected to the Internet 2. referring to a printer that is not connected to or receiving data from a computer 3. referring to people or processes involved in preparing but not transmitting material for broadcasting

off-line editing /ˈəf lɛɪn ˈɛdɪtɪŋ/ noun the process of editing a film using a copy rather than the original recording. It does not result in a final copy for broadcast but uses cheaper equipment and so editors can take more time to decide how the final online edit should be done. Compare on-line editing

off-line newsreader /ˈəf lɛɪn ˈnjuːzrɪdər/ noun computer software that allows users to read newsgroup articles without being online at the same time

off-mike /ˈəf mɪk/ adjective referring to noise that is audible in the background of a broadcast

offprint /ˈəf prɪnt/ noun a separately printed article taken from a larger publication and often given to the contributor

off-screen image /ˈəf skrɪn ˈəf skrɪn/ noun an image that is first drawn in memory and then is transferred to the display memory to give the impression of fast display action

offset noun /ˈəf sɛt/ 1. a method of printing in which inked impressions are transferred onto paper via an intermediate surface made of rubber. Also called set-off 2. the accidental transfer of ink, usually from one piece of paper to another

off the record /ˈəf θə ˈrekɔrd/ adjectiive comments made off the record are not intended to be published or used by a journalist but only for background or further investigation, protecting the source
‘Gloria Macapagal Arroyo, Philippine president... revealed during lunch with a columnist last week that military intelligence suspected a popular television reporter of coddling a suspected Islamic terrorist. While the information was “off the record”, it proved too tempting for the columnist’s newspaper not to publish.’

[The Financial Times]

on-camera /ˌɒn kəməʊri/ adjective referring to action that takes place within range of a film or television camera that is recording. Compare off-camera

on demand /ˌɒn dəmend/ adjective referring to a service whereby the user can select the start time of a particular programme rather than it being broadcast at a scheduled time

180º rule /ˈwʌnti ˈdʒrli/ noun the idea that in filming, the camera should be placed behind a line and should not cross that 180º field of potential vision. Doing so is called ‘crossing the line’.

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one-man-band /ˌwʌn mən ˈbænd/ noun a camera operator who also deals with lighting and sound set-ups. Abbreviation OMB

on-hold advertising /ˌɒn ˈhəuld ˈɛdvətərədʒɪŋ/ noun a method of advertising to telephone callers while they are waiting to be connected to the person they want to speak to, usually involving voice messages about the firm and its products

online /ɒnˈlaɪn/ adjective 1. referring to a printer that is connected to or receiving data from a computer 2. referring to a computer that is connected to the Internet

on-line editing /ˌɒn laɪn ˈɛdɪtɪŋ/ noun the practice of editing a film using the original recording to make the final edit for broadcast. It follows the decisions made in off-line editing. Compare off-line editing

onomatopoeia /ˌɒnəmætəˈpiəri/ noun the formation or use of words that imitate the sound associated with something, for example ‘hiss’ and ‘buzz’
on-pack promotion  /ˈɒn pæk prəmə/ noun the practice of placing advertising material on the outside of packaged goods

on-screen  /ˈɒn skrɪn/ adjective, adverb referring to an event or action that can be seen by the audience during a television programme or film

on spec  /ˈɒn spɛk/ adjective referring to an article or piece that is submitted without having being commissioned by the newspaper

on the record  /ˈɒn da riˈkərəd/ adjective referring to comments that may be freely reported, quoted etc.

on-the-spot editing  /ˈɒn da ˈspɒt ˈeditɪŋ/ noun editing together of footage from an outside broadcast straight away 'on site', using an edit caravelle or similar

OOV abbreviation out of vision

opacity  /ˈɒpəsɪtɪ/ noun the degree to which a material such as photographic film is able to stop light

opaque  /ˈɒpək/ noun a photographic pigment that can block out areas of a negative

op ed  /ˈɒp ɛd/ noun 1. an article expressing a personal viewpoint written for the op-ed section of a newspaper 2. opposite editorial, i.e. on the facing page to that on which the editorial article appears

open  /ˈɒpən/ adjective referring to a narrative without a definite conclusion or resolution at the end. Compare closed

open access television  /ˈɒpən əˈkɛss ˈteɪvɪzən/ noun same as public access television

open-ender  /ˈɒpən ˈendər/ noun a continuous broadcast on a major event or piece of breaking news, which overrides all other scheduled broadcasts until further notice. Also called rolling news

open-face lamp  /ˈɒpən ˈfɛs/ noun same as flood

open letter  /ˈɒpən ˈlɛtər/ noun a letter that is published in a newspaper or magazine but addressed to an individual or organisation

open rate  /ˈɒpən ˈreɪt/ noun an advertising rate where discounts are available for frequent or bulk orders

open source creed  /ˈɒpən ˈsɔs/ noun the policy of making technology, data etc. freely available without charging a fee

open talkback  /ˈɒpən ˈtɔlkbaʊk/ noun talkback from the production gallery of a recording studio that can be heard continuously and by everybody. Compare switched talkback

open text  /ˈɒpən ˈtekst/ noun a text that allows plenty of scope for free interpretation. Compare closed text

Open University  /ˈɒpən juˈnɪvɜːsɪtɪ/ noun a British university founded in 1969 that offers degree courses that are mostly taken by mature students studying part-time and by correspondence, many classes being broadcast on television and radio

opera  /ˈɒpərə/ noun 1. a dramatic work where music is a dominant part of the performance, with the actors often singing rather than reciting their lines 2. operas thought of collectively or as an art form

opéra bouffe  /ˈɒpərə ˈbuːf/ noun a French opera with a comic or farcical theme

opera buffa  /ˈɒpərə ˈbuːfa/ noun a comic opera, usually in Italian, using themes or characters from everyday life and usually having a happy ending. Mozart’s The Marriage of Figaro is an example.

opera buffa  /ˈɒpərə ˈbuːfə/ noun a comic opera, usually with a comic theme, but with much spoken dialogue and usually some dancing. Gilbert and Sullivan wrote many operettas.

opinion leader  /ˈɒpən ˈliːdər/ noun somebody who influences the values, beliefs etc. of others

opinion poll  /ˈɒpən ˈpol/ noun a poll that questions a sample of people about their opinion on an issue and makes generalisations about the whole nation from those answers. Findings may tend to ‘dumb down’ issues, as the questions have simple, yes-or-no answers and offer little background or analysis.

Opportunity To See  /ˈɒpən ˈtjuːnətri tuː ˈsiː/ noun the number of times it is theoretically possible to see or hear an advertisement. Abbreviation OTS
oppositional /ˌɒpəˈziʃənl/ noun referring to anything or person that rejects or disagrees with what is expected, preferred or in authority.

oppositional reading /ˌɒpəˈziʃənl ˈri:dɪŋ/ noun an interpretation of a text by a reader whose social position puts them into direct conflict with its preferred reading.

oppositions /ˌɒpəˈziʃənz/ plural noun pairs of concepts which are diametrically opposed to each other or complement each other.

optical character recognition /ɔptɪk(ə)rɪˈkɛrɪkən/ noun a scanner which can ‘recognise’ text characters and save them as a text document. Abbreviation OCR.

optical sound /ɔptɪk(ə)sɔnd/ noun a form of sound reproduction in films where a photographed pattern of light on the film is read by a lamp in the projector. It has now largely been superseded by digital sound.

optical zoom /ɔptɪk(ə)zoʊm/ noun a zoom facility on a camera that zooms in and out of a frame by adjusting the focal length of the lens instead of the size of the image on the sensor.

optimal balance /ˌɔptɪməl ˈbæləns/ noun the best combination of elements or activities that can be achieved when a marketing strategy is being planned.

optimisation /ˌɔptɪmaɪˈzeɪʃən/ noun a computer package that automatically devises a media schedule for an advertising campaign.

option /ˈɑptʃən/ verb to buy the right to make a film from something such as a book or script.

opt out /ˈɑpt "aut/ noun the action of asking not to receive advertising e-mail messages and being removed from an e-mail list.

‘The catch? You’ll have to spend a few seconds registering your home address and email. But don’t worry about endless marketing emails as a result – tick the small opt-out box and you’ll get the free money without the spam.’ [Patrick Collinson, The Guardian]

oral culture /ɔrəl, ˈɔːrəl/ noun a society in which most communication is by word of mouth, with little emphasis on written texts.

orality /ˈɔːrələti/ noun oral communication through speech, often contrasted with literacy. Some cultures value oral communication as more authentic and immediate than text.

orbit /ˈɔːrbit/ noun the practice of rotating advertisements among different programmes on a television station.

organ /ˈɔrgən/ noun a newspaper or magazine regarded as a means of communicating the views of a particular group such as a political party.

organisational culture /ˌɔrgəˈneɪʃənl/ noun the way in which the power structure in an organisation is constructed, or person culture, power culture, role culture, task culture.

orientalism /ˌɔrɪˈentəlɪzəm/ noun in cultural theory, the misrepresentation and stereotyping of the culture of Asia and the characteristics of its people, as described by writers and artists of the West.

orientation /ˌɔrɪˈɛnˈteɪʃən/ noun 1. the way in which people stand or hold themselves in relation to each other when they meet, an element of non-verbal communication. 2. in typography, the position of a piece of paper in relation to the text that runs across it. 

landscape, portrait, order.

originate /ˈɔrdʒənɪt/ verb to copy an image onto film from which printing plates will be made.

Orphan /ˈɔrəfən/ noun the last line of a paragraph, placed at the top of a column or page while the rest is at the end of the last one. This is poor layout and to be avoided. Compare widow.

orthochromatic /ˌɔrθəʊkraˈmætrɪk/ adjective referring to film that is sensitive to all the same colours as the human eye, except red.

OS abbreviation outside source.

Oscar /ˈɒskər/ a trade name for the golden statuette awarded annually by the Academy of Motion Picture Arts and Sciences to people in the film industry for achievement in the making of films.

other /ˈʌðər/ noun social and cultural groups that are different from our own, whom we think about simply as being different.

OTS abbreviation Opportunity To See.
out /aut/ noun the last three words on a piece of audio, given to presenters and technicians as a cue that the piece is about to end
outdoor advertising /’autdɔr, ’aʊdər/ noun 1. advertising in the open air, including advertising in public transport, on roadsides, at bus stops, skywriting, etc. 2. advertising on the outside of a building or in the open air, using posters on hoardings or neon signs
out of vision /’aʊtvɪz(ə)n/ noun 1. a general, preliminary or rough plan or account of something, that concentrates on the main features and ignores detail 2. the most prominent or important aspects of something 3. a drawing which only describes the shape of something
out-of-home advertising /’aʊthəm, ’aʊtvəstəraɪzɪŋ/ noun outdoor advertising, including transport, skywriting, etc.
out-of-home viewing /’aʊtvə’vjuː/ noun television viewers who are watching in public places such as bars. Compare: in-home viewing
out of sync /’aʊtvə’sɪŋk/ adjective having the sound incorrectly synchronised with the pictures
out of vision /’aʊtvə’vɪzn(ə)n/ noun an instruction on scripts to show that the person talking will not be shown on screen, but heard as a voiceover. Abbreviation OOV
out-point /’aʊt pɔɪnt/ noun the point at which a piece in an edited sequence should finish
output /’aʊtpʊt/ noun the audio that is actually broadcast
outside broadcast /’aʊtsaɪd ˈbæstrəkst/ noun a broadcast, often live, which is made from outside a studio using mobile equipment. Outside broadcasts are used, for example, for reporting from a sports game or other public event. Abbreviation OB, o.b.
outside source /’aʊtsaɪd ˈsɔs(ə)n/ noun a feed coming into a studio from an outside broadcast or other place. Abbreviation OS
outtake /’aʊttətkeɪk/ noun a scene or sequence that is left out of the final edit of a film or television programme, usually because it contains mistakes
overclaim /’ɔvərklɛm/ verb in a survey, to exaggerate in your replies and say that you have had more opportunities to see or hear advertisements than you really have. Compare underclaim
overdetermination /’əʊvərdetərminən/ noun the process of understanding all the different meanings and images that have been combined into a single, simple image during the dream process of condensation
overdevelop /’əʊvərdevel/ verb to produce too much contrast in a photographic image by exceeding the amount of time, temperature or strength of solution required to develop the film
overdub /’əʊvərdaʊb/ noun an extra layer of sound or music added to a recording ■ verb to add another layer of sound or music to a recording
overexpose /’əʊvərɪskəp/ verb to expose a film to too much light or for too long a time, so that the colours or tones in the resulting photograph are too light
overexposure /’əʊvərɪskərəʊz/ noun an act or incident of overexposing photographic film to light
overhearing /’əʊvər hɛərɪŋ/ noun the act of ignoring or altering those parts of a message we have received, but do not wish to process, often unconsciously
overkill /’əʊvərkɪl/ noun a very intensive and expensive marketing campaign that has the effect of putting customers off ‘…political advertising is about to reach overkill proportions… The truth is that politicians’ blind faith in the power of advertising is based on the myth that success is directly proportional to the size of the budget.’ [Campaign]
overkill signal /’əʊvərkɪls ˈsɪgn(ə)l/ noun a gesture or facial expression which is too large or loud to be judged sincere, for example a smile which is too wide or bright
overlay noun /’əʊvəleɪr/ in traditional methods of printing, a piece of paper used to add more pressure on a forme or printing plate where the type is not printing evenly ■ verb /’əʊvəleɪ/ to attach a piece of paper to parts of the surface of an old-fashioned printing press to help make a uniform impression on a forme or plate
overline /’əʊvəleɪn/ noun same as stripline
overmatter /ˌɔvərmætə/ noun copy that has been typeset but exceeds the space available and cannot be included in the final version. Also called overset.

overmixed /ˌɔvərmɪkd/ adjective referring to amplified or recorded sound that is too loud because a microphone has been positioned or adjusted incorrectly.

overprint /ˌɔvərprɪnt/ noun a further printing on a surface, especially text, numbers or another colour. verb to print additional material onto a printed surface, especially text, numbers or another colour. Also called (all senses) surprint.

overrun verb /ˌɔvərˈrʌn/ 1. to print more copies than expected of a publication. 2. to transfer set type or illustrated material from one column, page or line to the next. 3. of a broadcast, to take more time than the allotted slot.

over-the-air /ˌɔvər dˈɛə/ adjective referring to material transmitted by radio or television.

over-the-shoulder shot /ˌɔvər dˈʃəʊt/ noun a camera shot taken from over the shoulder of a character whose back can be seen at the side of the frame.

over-the-transom /ˌɔvər dˈtræsəm/ adjective referring to material that is submitted to a publisher in the hope that it will be accepted for publication.

OVERMATTER same as overmatter.

Oz trial /ˌɔz ′trævl/ noun a 1971 obscenity trial in the UK against 'Oz' magazine, on the grounds of their having published a pornographic cartoon strip (produced by a 15-year-old) in an issue aimed at under-18s. The three editors were jailed for terms from 9 to 15 months.
P4A abbreviation pre- and post-
production paperwork automation
PA abbreviation 1. Press Association
2. production assistant
package /ˈpaːkɪdʒ/ noun 1. a complete
piece of audio, fully mixed and ready for
broadcasting 2. a series of interview clips
linked together by a presenter or reporter
verb to create suitable or attractive
packaging in which to sell a product
packager model /ˈpækɪdʒər ˈmɒdl/ noun
a group of themed channels provided by a broadcaster, usually on
satellite or cable
package unit system /ˈpaːkɪdʒ ˈjuːtənt ˈsɪstəm/ noun
the system of Hollywood film production in which each
film is treated as a separate project with a
separate team of director, actors and crew.
It replaced the studio system in the 1950s
and allows easier access to the industry for
independent film-makers.
packaging /ˈpaːkɪdʒɪŋ/ noun 1. the
process of creating a slick and appealing
image for a media product 2. the design or
style of the wrapping or container in
which something is offered for sale, espe-
cially from the point of view of its appeal
to buyers.
‘Investment in new print facilities
means that our readers are being offered
livelier, more colourful, more accessible
packaging for a newspaper that has lost
none of its gravitas, authority, breadth
and fun.’ [Martin Newland, The Daily
Telegraph]
pack shot /ˈpæk ʃɒt/ noun a close-up
shot in a commercial of the product itself
PACT /ˈpækt/ abbreviation Producers’
Alliance for Cinema and Television
paddle /ˈpæd(ə)l/ noun an device for
operating early video games with a dial
that allowed the user to move an on-screen
object up and down or from side to side
page /ˈpeɪdʒ/ noun 1. a single sheet of
paper, especially one bound into a book,
novels, newspaper or magazine 2. one side of a
single sheet of paper, especially one
bound into a book, newspaper or maga-
zine
page impression /ˈpeɪdʒ ɪmpərʃən/ noun
a measure used to count
how many times a webpage has been
displayed to a visitor to a website
PageMaker /ˈpeɪdʒˌmeɪkər/ a trade
name for an alternative page layout soft-
ware to Quark Xpress
pager /ˈpeɪdʒər/ noun a small electronic
device, often with a small screen, that
beeps, flashes or vibrates to let the user
know that somebody is trying to contact
him or her
page rate /ˈpeɪdʒ rɛt/ noun the cost of
a whole page of advertising space
page reader /ˈpeɪdʒ ˈriːdə/ noun a
device which converts written or typed
information to a form that a computer can
understand and process
page requests /ˈpeɪdʒ ˈriːksəzts/ plural
noun a measure of the number of
webpages viewed in a day, providing an
indication of the popularity of a website
Page Three /ˈpeɪdʒ ˈθriː/ a trade name
for the page on which the Sun newspaper
prints a large photograph of a nearly-
naked woman
page view /ˈpeɪdʒ vju/ noun 1. an
incident of one person looking at one
webpage 2. the number of times a
webpage has been requested, assumed to
be the number of responses there have been to a particular advertisement
filmed without moving the base on which horizontally across the action being smoothly and slowly on its axis, moving especially campaigning ones usually in front of the spectator picture or photograph that has a wide the Cannes Film Festival tigious top prize awarded for Best Film at small video recorder that fits into the palm of the hand.

PAL /ˌpæl/ noun the system used for broadcasting television programmes in the UK, most of Europe, China and India. Full form phased alternation line palmcorder /ˈpælmˌkɔːrdər/ noun a small video recorder that fits into the palm of the hand.

Palme d’Or /ˌpælm ˈdɔːr/ noun the prestigious top prize awarded for Best Film at the Cannes Film Festival pamphlet /ˈpæmflɪt/ noun a folded sheet or paper booklet that gives information or supports a position pamphleteer /ˈpæmflɪtər/ verb to write and distribute material for pamphlets, especially political ones △ noun a writer or distributor of pamphlets, especially campaigning ones pan /ˈpæn/ verb to turn a camera smoothly and slowly on its axis, moving horizontally across the action being filmed without moving the base on which it is mounted. Compare tilt △ noun a sound effect whereby sound appears to move around from one side to the other when listening using stereo speakers.

panchromatic /ˌpænkrəˈmeɪtɪk/ adjective referring to photographic film that is sensitive to the same colours as the human eye and some ultraviolet light

panel /ˈpænəl/ noun 1. a piece of text that is separated from the main body of text by lines above and below, also usually printed in a larger size font 2. same as access panel 3. a poster for advertising purposes

panorama /ˈpænərəmə/ noun a picture or photograph that has a wide view, especially one that is unrolled gradually in front of the spectator

pantomime /ˈpæntəmɪm/ noun a style of theatre, or a play in this style, traditionally performed at Christmas, in which a folktale or children’s story is told with jokes, songs, and dancing.

pantomime horse /ˌpæntəmɪm ˈhɔːs/ noun a comic character in a British pantomime played by two actors in a horse costume, with one occupying the front half of the horse and the other the back half

Papa /ˈpæpə/ noun an internationally recognised code word for the letter P, used in radio communications paper /ˈpeɪpər/ noun PRESS same as newspaper paperback /ˈpeɪpbæk/ noun a book with a soft flexible cover, often cheaper and in a smaller format than a hardback. Also called soft cover

Paper Tiger TV /ˌpeɪpər tʃɪdʒə /ˈvɪə/ noun an alternative media organisation based in New York, which is dedicated to promoting free access and distribution for independent producers

Paperwork Reduction Act /ˌpeɪpərwɜːtʃ əˈdɑːkt/ noun an Act in the United States that aims to reduce the amount of bureaucracy and unnecessary government paperwork that is criticised for putting much information beyond the reach of ordinary citizens.

par., abbreviation a journalistic abbreviation for ‘paragraph’

parabolic reflector /ˌpærəˈbolɪk rɪˈflektər/ noun a curved reflector used to focus a beam of light 2. a large disc, usually made of metal, used to funnel sound waves into a microphone placed at its centre

paradigm /ˈpærədæm/ noun 1. a standard or typical example of a genre 2. a set of concepts, assumptions, values, or practices
paragraph /'pærəɡraːf/ noun a short item in a newspaper or verb to report a news item in a short paragraph
parajournalism /'pærəˌdʒʊəˌrəlɪzd/ noun PRESS same as new journalism
parallel broadcast /ˈpærəlæl ˈbræskʌrst/ noun a broadcast that is transmitted by radio and on television or over the Internet at the same time
Paramount /'pærəmɔːnt/ noun a major film studio based in Hollywood and formed in 1914. Among the many blockbusters it has produced are Grease, Mission: Impossible, Titanic (jointly with Paramount), and War of the Worlds.
participatory observation /ˌpɑrtɪˌseɪʃənəlɪzd/ noun a method of researching societies and culture in which the researcher becomes an accepted member of the community they are observing in order to get an ‘inside’ point of view
participation /'pɑrtɪsən/ noun the practice of taking part in something, for example when advertisers buy advertising time on television
partisan /ˈpɑrtɪsən, ˈpɑrtɪzən/ noun showing a bias or allegiance, as in news coverage of party politics
In the US, the birthplace of blog culture, it was easy to see how almost any viewpoints expressed online were going to count as a breath of fresh air..... Britain’s press, by contrast, has long been more politically diverse and unashamedly partisan, which may explain the blogs’ lesser impact here.’ [Oliver Burkeman, The Guardian]
partwork /'pɑrtwɜːk/ noun a series of magazines published over a period of time and intended to be collected to form a complete volume
party political broadcast /ˈpɑrti ˈpɑrəˌdʒʊəˌrəlɪzd/ noun a broadcast that is transmitted by radio and on television or over the Internet at the same time
partisan /'pɑrtɪsən, ˈpɑrtɪzən/ noun showing a bias or allegiance, as in news coverage of party politics
In the US, the birthplace of blog culture, it was easy to see how almost any viewpoints expressed online were going to count as a breath of fresh air..... Britain’s press, by contrast, has long been more politically diverse and unashamedly partisan, which may explain the blogs’ lesser impact here.’ [Oliver Burkeman, The Guardian]
and Sullivan, that consists of a simple melody and very fast, usually comic, lyrics.

**pay cable** /ˈpɛtˌkeɪb(ə)l/ **noun** cable television that viewers who want to watch it have to pay for

**pay-off** /ˈpɛt ˈoʊʃə/ **noun** the last sentence of a news report, often incorporating a sign-off

**pay-per-play** /ˈpɛt ˈpɛl/ **noun** a website where the user has to pay to play an interactive game over the Internet

**pay-per-view** /ˈpɛt ˈpæv/ **noun** a system in which viewers pay for each television programme they wish to receive, which will then be decoded for them. **Abbreviation** PPV. Also called *encrypted service*

**pay television** /ˈpɛt ˈtiːlˌviː/ **noun** a system in which television programmes are transmitted in a scrambled form that can be decoded by viewers who have paid for the appropriate equipment. **Abbreviation** PTV

**PBS** **abbreviation** BROADCAST, US Public Broadcasting Service

**PCC** **abbreviation** Press Complaints Commission

**PC/TV** /ˌpɛs ˈtiːv/ **noun** a personal computer that can receive, decode and display standard television images

**.pdf** **noun** a format that allows different types of documents to be viewed and printed using Adobe’s Acrobat

**pe, p.e.** **abbreviation** PRINTING printer’s error

**peak performance meter** /ˌpɛk ˈperəfərməns ˈmiːtər/ **noun** a meter measuring the volume peaks of a broadcast. Compare **volume unit meter**

**ped** /pɛd/ **abbreviation** pedestal

**pedestal** /ˈpɛdəstəl/ **noun** a wheeled mounting for a studio camera. **Abbreviation** ped

**Pee wee** /ˈpiːwi/ **noun** a trade name for a small wheeled camera dolly

**penetrated market** /ˈpenətrətəd ˈmɑrkɪt/ **noun** a market where more of a company’s products are sold, shown as a percentage of the total market

**penetration** /ˈpenətrəʃən/ **noun** the amount to which a given media has ‘penetrated’ the market, i.e., the number of people that use it or are able to use it

**penetration strategy** /ˈpenətrəʃən ˈstrætədʒi/ **noun** a plan for selling a company’s products to a particular section of a market, shown as a percentage of the total market

**penny dreadful** /ˈpɛni ˈdrefəl/ **noun** a cheap book or comic containing sensational stories of adventure, crime or passion

**pentaprism** /ˈpɛntəˌprɪzəm/ **noun** a prism with five faces that deviates light at a 90° angle, making it useful in presenting an image in the viewfinder of a single-lens reflex camera correctly

**Peoplemeter** /ˌpiːpiˈmiːtər/ **noun** the method used by TNS to carry out their audience measurement surveys, using a remote control to register what they are viewing

**People’s Communication Charter** /ˌpiːpiˈkiːmənˈʃətər/ **noun** a proposal to protect every person’s right to unrestricted and undistorted information and communication channels

**perception** /ˈpɜːkəpʃən/ **noun** the process of using the senses to acquire information about the surrounding environment or situation

‘The Prime Minister, for his part, understands no less keenly that the public’s perception of crime has changed fundamentally. “I think most people would say that in virtually every aspect of their life things are better than they were 30 or 40 years ago.”’

[Matthew D’Ancona, *The Daily Telegraph*]

**per diem** /ˈpɜːr diˈem/ **noun** money that is given as an allowance for daily expenses

**perfect** /ˈpɜːr fɛkt/ **verb** to print the second side of a page

**perfect competition** /ˈpɜːr ˈkʌmpəˈtɪʃən/ **noun** the ideal market, where all products are equal in price and all customers are provided with all information about the products

**performance art** /ˈpɜːr fərˈmæns ərt/ **noun** a form of art that combines two or more artistic media such as a traditionally static medium such as sculpture or photography, and a dramatic medium such as recitation or improvisation

**performative** /ˈpɜːrˌfərəˌmətiv/ **noun** a verb which carries added information about the way in which an action is carried
out, for example ‘heave’, which means ‘lift or pull with effort’

**performativity** /ˈpɜːrˌfɔːrəˈmɑːtiə/ noun in feminist theory, the way in which idenity is constructed around expected social norms, which are ‘performed’ or acted out

**Performing Rights Society** /ˈpɜːrˌfɔːrəˈmaːtʃərəl/ plural noun a body that represents the rights of composers and performers and controls the payment of royalties to artists and publishers. Abbreviation PRS

**period drama** /ˈpɜːrˌdʒiːdramə/ noun same as costume drama

**periodical** /ˈpɜːrˌdʒiːədˈkrɪkəl/ noun a magazine or journal published regularly, especially weekly, monthly or quarterly

**periodicity** /ˈpɜːrˌdʒiːəˈdɪstrɪti/ noun the time period during which a news media text is on release and the news within it is considered to be current, for example 24 hours for a daily newspaper

**peripheral** /ˈpɜːrˌfɜːrəl/ noun a device that plugs into a computer, such as a printer, modem etc.

**peripheral nations** /ˈpɜːrˌfɜːrəl/ plural noun countries that have restricted access to information, generally those whose communications systems are less developed. Compare core nations

**permission** /ˈpɜːrˌmɪʃən/ noun a formal agreement that filming can be carried out in a particular location, or that images, sound or text may be used by somebody who does not hold the rights

**personal ad** /ˈpɜːrˌsəl/ noun a usually classified newspaper or magazine advertisement in which somebody expresses interest in meeting others or sends a message of a personal nature to somebody else

**personal column** /ˈpɜːrˌsəl/ noun a section of a newspaper or magazine in which personal ads are printed

**personal content** /ˈpɜːrˌsəl/ noun content on a personal webpage such as home photographs

**personal idiom** /ˈpɜːrˌsəl/ noun an ‘in-joke’, a word or phrase that has a special meaning within a particular group or relationship

**personalisation** /ˈpɜːrˌsələˈzeɪʃən/ noun the use of human interest to capture audience attention when reporting a news story, for example using tales of individual suffering to illustrate a large-scale disaster

**personalising transformation** /ˈpɜːrˌsələˌtrænʃəmənt/ noun the use of available news footage to capture audience attention by putting together emotive images and an emotive commentary, even if these are not directly related to the news item being covered

**personality** /ˈpɜːrˌsələti/ noun 1. a famous person, usually connected with television or sport 2. the character, especially the tone, of an advertising e-mail, for example serious or cheerful

**personal mic** /ˈpɜːrˌsəl/ noun a small radio microphone clipped to a person’s clothing so that they can move around

**personal space** /ˈpɜːrˌsəl/ noun the space around a person’s body, possessions etc which it feels uncomfortable or stressful for another person (especially a stranger) to move into

**person culture** /ˈpɜːrˌsəl/ noun an organisation in a business which is constantly shifting and has no fixed power base or roles. Compare power culture, role culture, task culture

**perspective** /ˈpɜːrˌspektɪv/ noun 1. the idea of seeing an object or scene from a particular point of view, by suggesting depth in something like a flat drawing 2. seeing something from another person’s mental ‘point of view’, by recreating their understanding of a situation

**perspective correction** /ˈpɜːrˌspektɪv ˈprɛktɪʃən/ noun in a three-dimensional scene, a method that is used to change the size and shape of an object to give the impression of depth and distance in an image

**persuasibility** /ˈpɜːrˌswiəzəl/ noun the degree to which a target audience can be persuaded through advertising that a product has good qualities

**persuasion matrix** /ˈpɜːrˌswiəzɪənˌmeɪtrɪks/ noun a planning model that shows how responses are affected by the communications they receive

**pester power** /ˈpɛstər ˈpauər/ noun the technique of selling to adults (who have
the money) by appealing to children (who do not) and relying on them to pester their parents into buying the item for them.

‘David Beckham was accused of exposing parents to pester power yesterday as he prepared to launch his sixth pair of Adidas football boots in just 18 months. It means a £1,100 bill for any parent forced to fork out for all six pairs.’ [Henry Mellor, The Daily Mail]

PG /piː/ 'diːzɪ/ a trade name for a film classification indicating that a film may be seen by anyone, but that parents should decide on its suitability for their own children.

PG-13 /piː dʒiː /θəːˈtiːn/ a trade name for a film classification indicating that a film may be seen by anyone, but that parents should decide on its suitability for their own children if they are under the age of 13.

phallicentric /ˌfæləˈsɛntrik/ adjective according to feminist theory, centred on the view of the male (symbolised by the penis) as dominant in society, and psychological development according to this view.

phallus /ˈfæləs/ noun the penis, as a symbol of male power and authority.

phased alternation line /ˈfæzd ələˈrɛnjən/ noun the full form of PAL.

phatic /ˈfætɪk/ adjective a message or piece of communication, having the function of maintaining open channels of communication. ∙ conative, emotive, metalingual, poetic

phatic language /ˌfætɪk ˈleɪŋgwɪdʒ/ noun language such as greetings, that is used primarily for maintaining social contact and interpersonal relationships, rather than for exchanging information.

phenotypical /ˌfɪnəˈtɪpɪk(ə)r/ adjective of a person’s appearance, characteristic of their genetic make-up which can be loosely linked to an originating area of the world.

phish /fɪʃ/ verb to trick somebody into providing personal financial details by sending an e-mail that is supposed to be from a bank, Internet provider, etc. asking them to verify an account number or password on a (fake) website.

‘Over the past two weeks, [my laptop] has developed the habit of groaning and blinking and then launching all sorts of pop-up adverts… If you’re surfing on eBay, up pops a suspicious eBay login screen, via Aurora, that may well be a so-called “phish” – an attempt to heist your password and personal information.’ [Richard Siklos, The Daily Telegraph]

Phoenix log /ˈfɪznɪks lɒg/ a trade name for an automated computer program that picks up all timecodes, scene descriptions etc, from pieces of film ready to be edited, which can then be slotted into editing programs.

phone-in /ˈfoʊn in/ noun a radio or television programme in which the audience can call the host and any guests and ask questions, make comments or take part in discussions.

phoneme /ˌfɒnəm/ noun a basic unit of sound within a language, usually represented by a single letter in languages using the Roman alphabet.

phoner /ˈfɒnər/ noun an interview that takes place over the telephone, especially on a radio or television programme.

phones /ˈfəʊnz plural noun a set of earphones or headphones.

phonetics /ˌfəʊnɪtɪks/ noun the study of language sounds, how they are produced, understood and represented by symbols.

phono /ˈfəʊnəʊ/ adjective referring to signals transmitted over a telephone line.

phono connector /ˈfəʊnəʊ kəˈnektər/ noun a standard plug and socket system used to connect audio and video devices.

phonodisc /ˌfəʊnədɪsk/ noun an early method of video recording using a 10-inch record, which never caught on commercially.

Phonographic Performance Ltd /ˌfəʊnəɡræfɪk pəˈrəʊməzn ˈlɪmɪtɪd/ noun a licensing body for the broadcasting of music, representing record companies and collecting royalties for them. Abbreviation PPL.

phonology /ˌfəʊnəˈlɒdʒɪ/ noun the study of the set and patterns of language sounds that make up a language.

phosphor /ˈfəʊfsɔr/ noun a substance that can emit light when irradiated with particles of electromagnetic radiation, used in television sets.

photo /ˈfəʊtəʊ/ noun same as photograph.

photograph /ˌfəʊtəˈɡrɑːf/ verb same as photograph.
photocall /ˈfɒtəkɔːl/ noun 1. an occasion when celebrities pose for photographers, usually for publicity purposes. 2. MEDIA same as photo opportunity
photocopy /ˈfɒtəkɒpi/ noun a copy of something printed, written or drawn that is produced almost instantly by a photographic process in a machine designed for this purpose
photographic /ˈfɒtəgrəfɪk/ adjective relating to, used in or produced by photography
photographer /ˈfɒtəgrafr/ noun a photograph made of something seen through a microscope
photography /ˌfɒtəˈgræfɪ/ noun 1. the process of recording images by exposing light-sensitive film to light or other forms of radiation 2. the art, hobby or profession of taking photographs, and developing and printing the film or processing the digitised image
photograph /ˈfɒtəɡrɑːf/ noun a photograph made on light-sensitive film inside a camera, especially a print or slide made from the processed image, or a reproduction in a newspaper, magazine or book. Also called picture noun 1 to produce an image of something or somebody using a camera 2. to be able to be photographed, or to have a particular quality or appearance in a photograph
photogross /ˌfɒtəˈɡrɔfɪk/ adjective electronically conductive in varying amounts according to exposure to light
photomicrograph /ˌfɒtəˈmɪkroɡræf/ noun a photograph made of something seen through a microscope
photomontage /ˌfɒtəˈmɒntæʒ/ noun the art of combining different photographic images to create a single image
photomechanical /ˌfɒtəˈmɛʃənəl/ adjective referring to a method of producing printed text or images that uses photography
photomosaic /ˌfɒtəˈməʊsɪk/ noun a large picture made up of many photographs, for example a combination of aerial photographs to produce a detailed picture of an area
photomosaic /ˌfɒtəˈməʊsɪk/ noun an early process of reprinting in large quantities from a photographic image, using an engraved plate
photomontage /ˌfɒtəˈmɒntæʒ/ noun the art of combining different photographic images to create a single image
photography /ˌfɒtəˈɡræfɪ/ noun a photograph made of something seen through a microscope
photography

This is now not the case, with digital manipulation of images being readily available.
have looked out of place on a Marvel superhero. This delighted the photographers, which is always a bad sign.’ [Sam Coates, The Times]

Photoshop /ˈfoʊtəˈsoʊp/ a trade name for software that allows images to be manipulated

photo story /ˈfoʊtəˌstɔːri/ noun a series of photographs telling a story in a magazine or book. Also called photoessay

phototypeset /ˌfoʊtəˈtaɪpset/ verb to prepare text for printing by the use of filmsetting

phototypesetter /ˌfoʊtəˈtaɪpsetə/ noun a device that can make high-quality reproductions of text on photosensitive paper or film

pi /ˈpaɪ/ noun a pile of printing type that has been mixed up together • verb to mix printing type up together

picture /ˈpɪktʃər/ noun picture, photograph

pica /ˈpɪksə/, pica em noun a unit of measurement for printing type, equal to 12 points or 0.422 cm/0.166 in. Also called em

pick up /ˈpɪk əp/ verb to successfully receive something such as a radio or television signal or a radar image on a piece of equipment

pick-up /ˈpɪk əp/ noun 1. a pick-up job is one in which the journalist collects news or photographs of an event from the organisers after it has happened 2. RECORdING same as tone arm

pick-up pattern /ˈpɪk əp ˈpɛtərn/ noun the sensitivity of a microphone to sounds from different directions

pictorial /ˈpɪktəriəl/ noun a newspaper or magazine that has many pictures in it, especially one with far more pictures than text

pictorialism /ˈpɪktəriəlɪzəm/ noun a style of photography, popular at the beginning of the 20th century, which used soft-focus techniques to imitate academic painting

picture /ˈpɪktʃər/ noun 1. a cinema film or motion picture 2. the image on a television screen 3. PHOTOGRAPHY same as photograph • verb to feature a picture, especially a photograph, of somebody or something in a newspaper, magazine or book

picture beam /ˈpɪktʃə bɛm/ noun a moving electron beam in a television that produces an image on the screen by illuminating the phosphor coating and by varying its intensity according to the received signal

picture-grabber /ˈpɪktʃə ˈɡræbə/ noun a device for capturing still pictures from a moving piece of video

picture-in-picture /ˈpɪktʃə ɪn ˈpɪktʃə/ noun a facility on some televisions for showing a small screen view of another channel over the top of the main picture. Abbreviation PiP

picture library /ˈpɪktʃə ləˈbrɛri/ noun a photograph store, from which images may be borrowed for use in books, magazines and newspapers

picture messaging /ˈpɪktʃə ˈmɛsɪndʒər/ noun the practice of sending images and photographs from one mobile phone to another. Also called photo messaging

picture postcard /ˈpɪktʃə ˈpəʊstkɑːrd/ noun a small card for sending through the post, which has a picture on one side and is left blank on the other side for the sender’s message

picture researcher /ˈpɪktʃə ˈriːsərkər/ noun somebody whose job is to find the photographs, drawings and other illustrative material for a book or magazine, using picture libraries and other sources

pictures /ˈpɪktʃəz/ plural noun the cinema, as a place of entertainment, or a cinema show

pie /ˈpaɪ/ noun another spelling of pi

piece /ˈpaɪs/ noun an article in a newspaper or magazine or an item on a television or radio programme

piece-to-camera /ˈpaɪs tə ˈkæmərə/ noun a shot in which a presenter or reporter speaks directly to the camera, usually used in news reporting. Abbreviation PTC. Also called stand-up

Pilkington Committee Report on Broadcasting 1962 /ˈpɪlkɪŋtən/ noun a report on the standards and effects of broadcasting after the introduction of ITV. It largely praised the BBC but strongly criticised ITV and recommended that it be externally regulated and planned, a proposal that was never taken up

pilot /ˈpaɪlət/ noun a television or radio programme made as an experiment, to test
pilot study 176

audience reaction to an idea for a possible new series

pilot study /ˈpaɪlstʌdi/ noun a study that is preliminary to an intended full study, to see whether it will be feasible and gives the intended results

pinch roller /ˈpɪŋk ˈrɔlər/ noun part of a device for playing back tape (such as a reel-to-reel machine) which holds the tape in place while it travels between reels

pinhole camera /ˈpɪnhoʊl ˈkeɪmərə/ noun a basic form of camera with a tiny hole for the aperture, and no lens. Light passes through the hole to form an inverted image on the film.

pink advertising /ˈpɪŋk ədvəˈtɑrɪzn/ noun advertising aimed specifically at the gay and lesbian market

pip /ˈpɪp/ noun a short, usually high-pitched sound, especially of the kind used in broadcasting as a time signal

PIP abbreviation picture-in-picture

piracy /ˈpɪrəsi/ noun the illegal copying, distribution or broadcasting of copyright-protected media texts such as films, programmes, CDs etc

The US movie industry won an important symbolic breakthrough in its fight against online piracy yesterday as it announced an accord with the creator of a technology that is widely used for copying movies and TV shows illegally over the internet.' [Richard Waters, The Financial Times]

pirate /ˈpaɪrət/ noun somebody who broadcasts television or radio programmes illegally

pirate radio /ˈpaɪrət ˈrɛtəriəl/ noun radio stations that broadcast illegally (without a licence) and often do not pay royalties or other fees, but can attract huge numbers of listeners

pitch /ˈpɪtʃ/ noun a presentation by an advertising agency to a potential customer

pitchman /ˈpɪtmən/ noun somebody who presents commercials on television or radio, especially a man

pitchperson /ˈpɪtʃpɜrson/ noun somebody who presents commercials on television or radio

pitchwoman /ˈpɪtʃwʊmən/ noun a woman who presents commercials on television or radio

pix /ˈpiks/ CINEMA, PHOTOGRAPHY, ARTS plural of pic

Pixar /ˈpiksər/ noun a major animation studio which develops computer graphics technology and also has produced feature films such as Monsters Inc (2001) and The Incredibles (2004)

pixel /ˈpiksəl/ noun a single dot on a computer screen which forms part of what is seen. The more pixels that a screen has, the sharper the image resolution.

pixelated /ˈpiksəletɪd/ adjective referring to an image on a computer or television screen that is made up of pixels, especially one that is unclear or distorted

plagiarism /ˈpleɪdʒərɪzəm/ noun the process of copying another person’s idea or written work and claiming it as original

plaintext /ˈpleıntɛkst/ noun text or information that has not been encrypted or coded

planer /ˈpleɪnər/ noun a flat block of wood used to hold printing type level in a chase

planned obsolescence /ˈplænd əˈbɒsəlsəns/ noun the theory that certain manufacturers do not design their products to last as long as they could, so that consumers will be forced to buy more

planted news /ˈplaʊntid ˈnjuːz/ noun propaganda in the form of inaccurate 'news', reported as real and accurate, which discredits an enemy or presents the propagandist in a good light

plasma /ˈpleɪzma/ noun a screen that displays pictures through a live camera to the rest of the studio

plasma screen /ˈpleɪzma skriːn/ noun a type of flat display screen for computers and televisions, which gives clearer pictures than the older cathode ray tube technology

plate /ˈpleɪt/ noun 1. a template for printing, either an engraved metal sheet or a phototypeset page 2. a full-page illustration or photograph in a book, especially on glossy paper 3. a sheet of glass or other material coated with a light-sensitive film to receive a photographic image 4. a print made from a printing plate, especially one inserted into a book on paper different from that on which the text is printed 5. part of a tripod set-up that fixes the camera securely to the tripod ■ verb to set up movable printing type into page form ready for printing
serious sources of information primarily for entertainment, rather than as effects because the audience uses them communications cannot have harmful actors are then able to mime to being broadcast on radio or television happens, especially of a sporting event as it spoken description of an event as it can be mounted on for a good view of events playback /ˈpleɪbæk/ noun 1. the replay of a sound or video recording after it has been made, often as a check for quality or accuracy 2. the facility in a recording device for replaying recordings playback rate scale factor /ˈpleɪbæk ˈreɪt ˈskæls ˈfæktə/ noun the point at which video playback is no longer smooth and appears jerky because of missed frames playback singer /ˈpleɪbæk ˈsɪŋə/ noun a singer who sings songs that film actors are then able to mime to playbill /ˈpleɪbɪl/ noun a poster advertising a play or other theatrical performance play-by-play /ˈpleɪ bɪˈpleɪ/ noun a spoken description of an event as it happens, especially of a sporting event being broadcast on radio or television (informal) playlist /ˈpleɪlist/ noun a list of musical recordings that are to be played on a radio programme or by a radio station play theory of mass communication /ˈpleɪ ˌθeəri əv ˈmeɪ ˈkɒmjuːniˈkeɪʃn/ noun the idea that media communications cannot have harmful effects because the audience uses them primarily for entertainment, rather than as serious sources of information pleasure /ˈplɛʒə/ noun in feminist theory, the desire for fulfilment of natural urges such as the sexual urge, ignoring social or moral considerations plot /plot/ noun the story or sequence of events in something such as a novel, play or film a verb to plan the sequence of events in a story or script plug /ˈplʌɡ/ noun 1. a mention given to something in order to advertise it, for example in a published article or on the radio. It is often given as a favour or in exchange for another service, for example plugging an artist's album in return for an exclusive interview 2. a line on the cover of a publication that boasts an interesting article inside ‘When viewers settled down to watch Channel 4’s blockbuster drama Lost, they were anticipating an hour of action and intrigue. What they got instead was almost 30 minutes of advertising, sponsor plugs, programme trailers and plot reminders.’ [Ciar Byrne, The Independent]

pluralism /ˈplʊərəlɪz/ noun the idea that there are many different ideas and value systems that make up a society, and that each are equal and should be allowed to thrive podcasting /ˈpɒdˌkeɪstɪŋ/ noun the act of offering audio or video files over the Internet to subscribing users podding /ˈpɒdɪŋ/ noun the practice of having small groups of multi-skilled reporters and photographers work together poetic /ˈpəʊətɪk/ adjective of a message or piece of communication, referring to its own form or the context in which it is transmitted, 2 conative, emotive, metalingual, phatic Pogle /ˈpəʊɡl/ a trade name for a grading system for use in post-production point /ˈpɔɪnt/ noun 1. in printing or writing, a punctuation mark, especially a full stop 2. a unit of measurement in printing equal to one twelfth of a pica or approximately 0.03515 cm/0.01384 in point-and-shoot /ˈpɔɪnt ən ˈʃʊt/ adjective referring to a camera that requires no adjustment by the user before taking a photograph, because the focus and exposure are adjusted automatically or are fixed point-of-purchase advertising /ˈpɔɪnt əv ˈpɑːtʃər /ɪdʒɪˈteɪʃn/ point-of-sale advertising noun advertising at the place where the products are bought, for example posters or dump bins point-of-view shot /ˈpɔɪnt əv ˈvjuː /ˈʃʊt/ noun full form of POV shot point size /ˈpɔɪnt saɪz/ noun the unit of measurement of the font size in typesetting and on computers, generally ranging from 8 to 72.
Point-to-Point Protocol

Point-to-Point Protocol /pɔɪnt tʊ pɔɪnt / noun a protocol for dial-up access to the Internet using a modem

polar diagram /ˈpɔlər dɪəɡræm/ noun a diagram showing the pick-up pattern of a microphone

polarisation /ˌpɔlərəˈzeɪʃən/ noun the tendency to think and speak using oppositions, i.e. forming definitions by comparing something to something which it is not

Polaroid /ˈpɔlərɔɪd/ a trade name for a camera that produces pictures that develop inside it within seconds of being taken, or the film used in such a camera

polecam /ˈpɔləkɛm/ noun a camera mounted on a pole and operated by remote control

police procedurals /ˈpɔliːs prəˌsidʒʊərəls/ noun a crime novel or drama in which a crime is investigated by police officers rather than amateur detectives

police reporter /ˈpɔliːs rɪˈpɔrətər/ noun a journalist who is assigned to cover news about crime and police work

politically correct /ˌpɔlɪˈtɪkli kəˈrikt/ adjective marked by language or conduct that deliberately avoids giving offence, for example on the basis of ethnic origin or sexual orientation

polychronic time /ˌpɔlɪkrɪmɪk tɜːrəm/ noun an image of the perception of time in some cultures in which it is flexible and fluid, deadlines etc are not adhered to and many things can be done at the same time, picked up and left off etc. Abbreviation P-time. Compare monochronic time

polysemic /ˌpɔliˈsɪzmɪk/ adjective in semiotics, referring to a combination of symbols that can be interpreted in many different ways

polysemy /ˌpɔliˈsɛmɪ/ noun the theory that an image can be interpreted in many different ways by different observers, and may need to be accompanied by text or sound to restrict the way it is interpreted

pool /pʊl/ pool arrangement noun a small group of reporters who have personal access to an event or source, who distribute their reports to the wider media. Also called pool system

pool feed /pʊl fiːd/ noun a feed from a pool arrangement which is made available in full and without delay

pool system /pʊl ˌsɪstəm/ noun PRESS same as pool

pop /pɒp/ adjective referring to popular music

pop art /ˈpɒp ɔːt/ noun a post-modern form of art that makes use of graphic styles from the mass media, such as advertising, comic strips and science fiction, thereby attempting to comment on modern cultural values and society

popcorn movie /ˈpɒpkɔrn ˈmjuːvɪ/ noun a popular and highly entertaining film

pop group /ˈpɒp ɡrʊp/ noun a small musical band who play pop music together as a unit

pop music /ˈpɒp ˈmjuːzɪk/ noun modern commercial music, usually tuneful, up-tempo and repetitive, that is aimed at the general public and the youth market in particular

popping /ˈpɒpɪŋ/ noun distortion caused by a person speaking too close to a microphone

popular /ˈpɒpjʊlər/ adjective referring to anything that is widely liked, with a large appreciative audience, although this may be used in a derogatory way to imply a lack of artistic merit

popular culture /ˈpɒpjʊlər ˈkʌltʃər/ noun the tastes, habits and values of the majority of people in society, that are not considered elite or 'highbrow'.

populars /ˈpɒpjʊlæz/ plural noun an old term for tabloid newspapers

populism /ˌpɒpjʊlɪzəm/ noun the philosophical belief that the needs and desires of the masses should be promoted over and above those of the elite

populist /ˈpɒpjʊlɪst/ noun appealing to the masses, used in a derogatory way

'Under its new director of television, Simon Shaps, ITV is falling back on the staples of populist drama and brassy entertainment shows, following a disastrous summer with flops including Celebrity Wrestling and the critically panned Celebrity Love Island.' [Ciar Byrne, The Independent]

pop-under ad /ˈpɒp ənˈdər əd/ noun an Internet advertisement that appears in a separate browser window from the rest of a website

pop-up /ˈpɒp ʌp/ noun an advertisement which is activated when a user visits
a particular webpage and launches itself in its own window

**pornographic** /ˈpɔrnəˈɡrafin/ adjective 1. sexually explicit and intended to cause sexual arousal 2. producing or selling sexually explicit magazines, films or other materials

**pornography** /ˈpɔrnəˈɡrafi/ noun films, magazines, writings, photographs or other materials that are sexually explicit and intended to cause sexual arousal

**portable single camera** /ˈpɔrtəb(ə)l/ noun a small portable camera which uses video instead of film. Abbreviation PSC

**portapak** /pɔrtəpæk/ noun a small portable video camera

**Portaprompt** /pɔrtəprɒmt/ a trade name for a type of television prompting system

**portrait** /ˈpɔrtrɪt/ noun 1. a painting, photograph or drawing of someone, especially just the face 2. a description of something such as a person, place or period, which aims to give a rough overall picture a adjective referring to a piece of paper, illustration, book or page that is taller than it is wide

**portraiture** /ˈpɔrtrətʃər/ noun a picture of a person, especially of their face

**positive** /ˈpɔzɪtɪv/ noun a photographic image in which the light and dark tones and colours correspond to those of the original subject a adjective referring to photographic images that have colours or values of dark and light corresponding to the subject

**positive appeal** /ˈpɔzɪtɪv əˈpiːl/ noun advertising that is designed to show why a product is attractive

**post** /pɔst/ verb 1. to place or send a message on a newsgroup or bulletin board on the Internet or some other electronic network 2. to update a database record by entering or transferring information 3. to make text appear online or at an Internet location

**postal sales** /ˈpɔst(ə)l ˈseɪlz/ plural noun sales of products by post, through advertisements in the press

**postbag** /pɔstˈbeɪg/ noun the letters and messages received by an MP, famous person or television or radio programme

**postcolonialism** /ˈpɔstkəˈləʊniəlɪzəm/ noun the study of the effects of colonialism on the ideologies and cultures of the countries involved

**poster** /ˈpɔstər/ noun 1. a printed picture, often a reproduction of a photograph or artwork, used for decoration 2. a bill or placard in a public place advertising something 3. somebody who places a message on a website

**poster specialist** /ˈpɔstər speʃəlist/ noun a company that organises an outdoor poster campaign for an advertising agency. Their job is to deal with arrangements such as obtaining the rights to use each site and organising contractors to put them up.

**post-feminist** /ˈpɔst ˈfɛmɪnɪst/ adjective 1. different from or showing a re-evaluation of the principles of feminism 2. developing out of or including the principles of feminism somebody who supports or believes in post-feminist ideas

**post-Fordism** /ˈpɔst ˈfɔrdɪzəm/ noun the process in which mass production has moved away from traditional industries such as ship-building, towards the service and technological industries

**posthumanist** /ˈpɔst ˈhjuːmənɪst/ adjective referring to the idea that one day there will be such technological advances as can prolong human life, perhaps indefinitely, as well as improving its quality

**posthumous** /ˈpɔstjuːməs/ adjective referring to a work published or printed after the author’s death

**posting** /ˈpɔstɪŋ/ noun a message sent to and displayed on an online facility such as an Internet newsgroup or bulletin board ‘London-based foreign extremists are using websites to post video footage of suicide operations and attacks by insurgents against coalition forces in Iraq. There are also postings of the execution of Russian soldiers by mujaheddin rebels in Chechnya.’ [Abul Taher, The Sunday Times]

**post-Marxism** /ˈpɔst ˈmɑrkɪzəm/ noun a development of Marxist theories on the inequality of power in society, moving the focus away from upper/lower class-based distinctions and towards the power associated with access to technologies, education etc.
Highlights, the audience is waiting for them to see it, character cannot see a lurking danger and especially effective in horror films where the audience is waiting for them to see it, character cannot see a lurking danger and especially effective in horror films where the existence of a website and for being the contact point for information and complaints.

Postmodernism is a concept in the arts referring to the way in which new products can be constructed with reference to existing ones.

The final stage in making a recording, film or television programme that includes editing, sound dubbing and adding special effects.

Post-production advertising is advertising designed to minimise the possibility that a customer will regret making their purchase.

PostScript is a computer program for a CD-ROM player produced by Apple that can connect to a television to display photo images, or to a Macintosh as a standard CD-ROM drive, or to play back music CDs.

Power culture is an organisational structure in a business which is based around a ‘god-like’ single power source. Compare person culture, role culture, task culture.

Power elite is an in Marxist theory, the members of a society who hold both political power and educational and financial privilege.

PPL is abbreviation Phonographic Performance Ltd.

PPV is abbreviation pay-per-view.

Pragmatics is the consideration of what is sensible and will work, without reference to aesthetic values.

Preamplifier is an amplifying circuit, for example in a radio or television, that is designed to strengthen very weak signals and then transmit them to a more powerful amplifier.

Pre- and post-production paper-work automation is a computer program that automates all the paperwork associated with submitting a programme to the BBC, namely the billing form, the transmission form, the music reporting form and the Programme as Completed form.

Postmaster is a trade name for a computer language that allows page layout to be described.

Post-synch is to add sound or music to a film after shooting.

Post-testing is the evaluation of an advertising campaign after it has been run, or of a product after it has been launched.

Postural echo is the practice of unconsciously mimicking another person’s posture, gestures, facial expressions etc., as a sign of unity and closeness when interacting with them.

Posture is the way in which a person holds themselves as a means of communicating in addition to speech and gestures.

Pot is to perform a pot cut.

Pot cut is a quick fade-out of the sound on an audio feed already being broadcast, because of overrun or to make room for another piece.

POV shot is a scene that is filmed from the point of view that a character would see it from. Especially effective in horror films where the character cannot see a lurking danger and the audience is waiting for them to see it, heightening the drama. Full form point-of-view shot.
pre-emptive censorship /ˈpriːemptɪs ˈsɛnsərʃən/ noun censorship that takes place before the work in question is released to the public, by editors or officials. Compare punitive censorship

pre-empt selling /ˈpriːempt ˈsɛltɪŋ/ noun the practice of selling television advertising time at a lower rate on condition that if another advertiser offers the full rate, they will be able to take it over

pre-fade /ˈpriːfæd/ noun RADIO a facility on a studio desk that allows a presenter to listen to an audio source and adjust the level before it is recorded

verb to set a guest’s microphone in a broadcasting studio so that the feed can be heard by all but the audience, so that he or she can be briefed etc. before starting their interview

preferred reading /ˈprɪfərd ˈrɛdɪŋ/ the interpretation of a media product that was intended by the maker or which is dictated by the ideology of the society in which it is viewed

prejudice /ˈprɛdʒuɪs/ noun a pre-formed opinion, usually an unfavourable one, based on insufficient knowledge, irrational feelings, or inaccurate stereotypes

pre-press /ˈpriːprɛs/ adjective before going to press

preprint /ˈprɪrɪnt/ verb 1. to print something in advance of its being used or before the full print run 2. to issue something, especially an article or other piece of writing, in draft form before its official publication

noun 1. something that is printed in advance, especially before being published in full 2. a piece of writing, especially a contribution to an academic journal, that is printed and often distributed in a preliminary form before its official publication

present /ˈprɛzənt/ verb to introduce, or act as the host of, a television or radio programme or an infomercial

presentation /ˌprɛzənˈteɪʃən/ noun the department at a television station responsible for links between programmes and trailers for future programmes

press / pres/ noun 1. material filmed in advance of an event

press clipping /ˌprɛs ˈklɪpɪŋ/ noun a copy of a news item kept by a company because it contains important business information or is a record of news published about the company

press agent /ˈprɛs ərˈdʒɛnt/ noun a promoter who deals with the press on behalf of a client

Press Association /ˈprɛs oʊˈsɛsɪkʃən/ noun 1. a national news agency founded in 1868. Abbreviation PA 2. in the United States, a national, state or local organisation of media companies and their representatives

pricing from large supermarket groups.' [Bob Sherwood, The Financial Times]

pre-record /ˈprɛrɪkˈrɛd/ verb to record something, for example a message or television or radio programme, for later use or broadcasting

pre-record /ˈprɛrɪkˈrɛd/ noun leader tape or a few seconds of blank tape at the start of a section of film for editing

pre-sale /ˈprɛsəl/ noun the act of selling distribution rights to a media product before that product is completed, so as to get more money for its production

pre-score /ˈprɛskɔər/ verb to compose or record the music or other sound for a film or television programme before the dialogue and picture have been produced

pre-sale /ˈprɛsəl/ verb to promote a product or entertainment before it is generally available to the public, by means of advertising and publicity

pre-production /ˌprɛrɪdʒuənθ/ noun script redrafting, budgeting and scheduling

prequel /ˈprɛkwɛl/ noun a film or novel set at a time before the action of an existing work, especially one that has achieved commercial success. Also called back-story
press communications /pres kəˌmjuːnɪkəʃən/ plural noun communications that increase the awareness of journalists of a product or firm, for example press releases or news flashes

Press Complaints Commission /ˌpres kəˌmplɛnts kəˌmjuːnɪkəʃən/ noun the body that oversees the press in the UK, monitoring the newspapers for inappropriate content and investigating complaints. Abbreviation PCC

Press Complaints Commission Code of Practice 1977 noun the five guidelines by which the PCC operates, concerning the treatment of sensitive issues, the correction of mistakes, privacy matters, the conduct of journalists and subjects’ right to reply

press conference /ˈpres kənˈfɜːnθ/ noun a meeting where newspaper and television reporters are invited to hear news of something such as a new product or a takeover bid. Also called news conference

Press Council /ˌpres kəˈmjuːnəs/ noun a self-regulatory governing body for the print media in many countries including Australia, New Zealand, India and the Netherlands

presser /ˈpresə/ noun same as press conference

press freedom /ˈpres frɪdəm/ noun a freedom of the press

press gallery /ˈpres ˈɡæləri/ noun a raised gallery with seating at the back of a courtroom or legislative assembly room, where newspaper reporters and other members of the press can sit

press kit /ˈpres kɪt/ noun a package of background and promotional material relating to a product, distributed to the media by a press agent or publicity department

pressman /ˈpresmən/ noun 1. a man working as a newspaper reporter 2. somebody, especially a man, who operates a printing press

press officer /ˈpres ˈɒfɪsə/ noun somebody employed by an organisation or government department to provide the news media with information about the organisation or department

pressperson /ˈpresprəˈson/ noun 1. a newspaper reporter 2. somebody who operates a printing press

press relations /ˌpres rɪˌleɪʃənz/ plural noun part of the public relations activity of an organisation, aimed at building up good relations with the press

press release /ˈpres rɪˌleɪs/ noun an announcement usually in the form of a written piece, giving facts to be reported in the media. Also called news release

pressroom /ˈpresrʊm/ noun 1. an enclosed area in a newspaper plant or printing works where the printing presses are located 2. same as media centre

pressrun /ˈpresrʌn/ noun the number of copies that are run off in one continuous printing operation 2. the continuous running of a printing press until a set number of copies is printed

press secretary /ˈpres ˈsekrəri/ noun an employee who is responsible for dealing with the news media on behalf of an organisation or a prominent person

pressure group /ˈpreʃər gruːp/ noun a number of people who work together to make their concerns known to those in government and to influence lawmaking

Environmental pressure groups are divided on the best tactics to oppose moves to revive nuclear power. Some environmentalists are wary of campaigning on a negative anti-nuclear message, preferring to present the public with a more positive choice of combating climate change through renewable energy. [Fiona Harvey, The Financial Times]

presswoman /ˈpreswʊmən/ noun a woman working as a newspaper reporter

presswork /ˈpreswɜːrk/ noun the operation or management of a printing press, or the work done by it

prestige advertising /preˈstɪʒ əˌdɜːtəˈrɪŋ/ noun advertising in high-quality magazines to increase a company’s reputation

pre-striping /ˈpraɪstrɪŋ/ noun the process of laying a timecode on a piece of film before filming starts

pre-testing /ˈpriːtriŋ/ noun testing or evaluation of a product or advertising campaign before it is launched or run

preview /ˈpriːvjuː/ noun 1. a piece printed in a paper or magazine or broadcast on radio or television describing and commenting on something that is soon to
be broadcast or presented to the public.

A short film shown on television or at the cinema promoting a forthcoming film or programme is broadcast or presented a short piece that describes and comments on something that is soon to be broadcast or presented to the public.

The threat of an inquiry into alleged price-fixing involving digital music services has emerged in New York state. Elliot Spitzer, the hawkish attorney general, has subpoenaed major companies in a preliminary investigation aimed at discovering whether they have been involved in illegal arrangements. [Roland Gribben, The Daily Telegraph]

The process of agenda-setting by giving certain news stories more prominence, airtime, attention etc.

A person who buys and reads a printed matter as used in books, newspapers, magazines or catalogues.

A news reporter’s source (for example an interview, original photographs or diagrams, etc.

The state of being in a printed form or being published.

A machine that prints books, newspapers or magazines.

There is a threat of an inquiry into alleged price-fixing involving digital music services has emerged in New York state. Elliot Spitzer, the hawkish attorney general, has subpoenaed major companies in a preliminary investigation aimed at discovering whether they have been involved in illegal arrangements.
printer’s devil 184

a person or company in the business of printing books, newspapers or magazines

printer’s devil /ˈprɪntəzdɪˈvɛl/ noun an apprentice or young assistant to a printer

printer’s error /ˈprɪntərˈɛr/ noun a spelling error in a printed document made during typesetting

print farming /ˈprɪnt fɑːmɪŋ/ noun the process in which an organisation sends out material such as advertising leaflets, catalogues, letterheads, etc. to be printed by outside printers

printhead /ˈprɪnthed/ noun the metal form of a character that is pressed onto an inked ribbon to print the character on paper

printing /ˈprɪntɪŋ/ noun the process or business of producing copies of documents, publications or images

printing press /ˈprɪntɪŋ pres/ noun a machine that presses inked type or etched plates onto paper or textiles that are fed through it

print media /ˈprɪnt medɪə/ plural noun advertising media, for example magazines and newspapers

print run /ˈprɪnt ruːn/ noun the number of copies of a publication, document or artwork that are printed in a single batch

prior restraint /praɪər ˈreɪstənt/ noun same as pre-emptive censorship

prism /ˈprɪzəm/ noun a device used to bend and concentrate light, used in the workings of some types of camera

privacy /ˈprɪvəsɪ/ noun freedom from the observation, interference or attention of other people, sometimes protected by law

‘Other aspects of press freedom assessments are more difficult to quantify. Would the privacy laws limiting the activities of paparazzi who pursue celebrities, as are currently being proposed in California, be a serious violation of press freedom?’ [Duncan Campbell, The Guardian]

Privacy and Electronic Communications Directive /prɪˈvəsɪ ənd ˈɛlɛktrənɪk prɪˈmɪŋ ˈkiːʃən dɑːrˈkriːtɪv/ noun a European Union directive that limits the type of unsolicited direct marketing that is allowed to be sent through e-mail or text according to their content and the circumstances under which the contact details had been obtained

privatisation /prɪˈvɑːtəzəʃən/ noun the transferring of services in the public sector to private ownership

probe /prəʊb/ noun an investigation

problematic /ˌprəʊbləˈmætɪk/ noun a set of problems or questions that are answered by a theory, and those that are raised by it

process /ˈprɑːses/ verb to treat light-sensitive film or paper with chemicals so that an image that is held there becomes visible

process printing /ˈprɑːses ˈprɪntɪŋ/ noun a method of full-colour printing using multiple images from plates printed in yellow, magenta, blue and cyan

producer /ˈprəʊdʒəs/ noun
1. the member of a television production team who is responsible for hiring the rest of the crew and generally overseeing the project
2. the member of a film production team who is responsible for crew hire, general supervision and also financing of the project

producer choice /ˈprəʊdʒər ˈʃoʊs/ noun the ability of producers for the BBC to either use BBC facilities or less expensive independent facilities

Producers’ Alliance for Cinema and Television /ˈprəʊdʒəz əˈleɪnʒmən təˌsɪnəmən əˈtɛləvɪʒən/ noun the organisation that represents the interests of independent producers in the UK. Abbreviation PACT

Producers Guild of America /ˈprəʊdʒəs ɡɪld əˈmeɪrɪkə/ noun a trade union representing screen and television producers in the USA, formed in 1962

product /ˈprɒdʌkt/ noun a commodity that is produced by manufacture or by a natural process and is offered for sale

product advertising /ˈprɒdʌkt əˈdɜːvətətʃən/ noun the practice of advertising a particular named product, not the company that makes it

product endorsement /ˈprɒdʌkt ɪnˈdɔrsment/ noun advertising that makes use of famous or qualified people to recommend a product

production /ˈprəʊdəkʃən/ noun
1. the way in which a society’s economy runs, dependent on how efficiently goods are produced in relation to the demand for
them 2. a film, play, broadcast or recording that has been produced for the public 3. the work of making a media text, especially something filmed

production assistant /prəˈdækʃən əˈsɪst(ə)nt/ noun in live television production, the crew member who is responsible for planning the timing of the script in advance, monitoring timing of each segment during broadcast, prompts and communication between the studio and the broadcasting channel. Abbreviation PA

Production Code /prəˈdækʃən kɔd/ noun same as Hays code

production crew /prəˈdækʃən krəʊ/ noun all members of a film or television crew responsible for filming, editing, organising and financing a production

production designer /prəˈdækʃən dɪˈzənər/ noun in film production, the crew member with overall responsibility for choosing locations, sets and costumes

production gallery /prəˈdækʃən ɡɛləri/ noun same as gallery

production manager /prəˈdækʃən meɪnˈdʒəmən/ noun the member of a film or television production team who is responsible for booking rehearsal and filming space and liaising between lighting, sound, set design etc.

production number /prəˈdækʃən ˈnʌmbə/ noun a piece of music in a musical that is sung and danced by starring actors supported by the chorus

production period /prəˈdækʃən ˈpərɪəd/ noun the work done to a programme during the filming stage, for example rehearsals, costume fittings, location filming etc. Also called principal photography

product manager /ˈprɒdʌkt ˈmænədʒər/ noun the manager or executive who is responsible for marketing a particular product

product placement /ˈprɒdʌkt ˈpleɪsment/ noun a form of marketing in which a branded product is prominently featured in something such as a film or television show. Some consider this to be underhand practice as the audience are being subjected to advertisements without their consent.

prof ◊ in prof an abbreviation for 'in profanity', used to refer to a slight delay, for example during a phone-in, to allow any profane language to be bleeped out

profane language /ˈprɒfən ˈlæŋgwɪdʒ/ noun language showing disrespect for God, any deity or religion

profile /ˈprəʊfaɪl/ noun 1. a description of a person or organisation giving a short history, key facts etc. 2. the way that the total audience for a broadcast can be broken down according to such factors as age, gender, income etc.

profiling /ˈprəʊfaɪlɪŋ/ noun the analysis and classification of somebody based on personal information such as ethnic origin, shopping habits, or behavioural patterns, used for example for advertising research

pro-filic event /ˈprəʊˌfɪlɪk ɪvnt/ noun the scene that the camera is recording

prog /ˈprɒg/ noun a television or radio programme

program director /ˈprəʊɡræm ˈdəkətər/ noun an executive who is responsible for the selection and scheduling of television or radio programmes for broadcast

programme /ˈprəʊɡræm/ noun a television or radio broadcast

programme as broadcast /ˈprəʊɡræm əz ˈbrəʊkfɒst/ noun same as log

Programme as Completed form /ˈprəʊɡræm əz ˈkɒmplɪtɪd ˈfɔm/ noun one of the four forms which must be submitted when delivering a programme to the BBC, giving all the contractual and rights information. ◊ billing form, transmission form, music reporting form

programme flow /ˈprəʊɡræm fləʊ/ noun same as flow

programming /ˈprəʊɡræmɪŋ/ noun the selection and scheduling of television or radio programmes, or the programmes themselves

Progressive Rock /ˈprəʊɡresɪv rɒk/ noun a type of rock music originating in the early 1970s and characterised by technically complicated and sometimes experimental arrangements, often drawing on jazz or classical music influences

projection /prəˈdækʃən/ noun 1. the process of unconsciously attributing a personal thought, feeling or impulse, especially one considered undesirable, to
recorded sound from tracks on the film onto a screen and for playing back equipment for projecting the image from before final printing available for checking and correction layout of material to be printed, including from the computer screen as a test to check colour resolution away from the display system in which an enlarged prompting system /promptɪŋ /sɪstəm/ noun a screen mounted by a camera which provides a rolling script for a presenter to read proof /pruf/ noun a printout of the page layout of material to be printed, including copy, pictures, advertisements etc., made available for checking and correction before final printing proofing /prufɪŋ/ noun 1. the process of checking a text just before publication for spelling errors, problems with layout etc. 2. the process of printing out an image as a test to check colour resolution away from the computer screen
prospects /ˈproʊspeks/ plural noun a list of news stories to be covered

protagonist /prəˈtæɡənɪst/ noun the most important character in a novel, play, story or other literary work

protocol /ˈprɔʊtəkəl/ noun software that controls the relationships between networked computers, such as on the Internet

prove /prəv/ verb to make a test impression of a negative, etching or type

proxemics /prɔksɨmɪks/ noun the study of personal space and how it is used in the interaction between ourselves and others, another form of body language

proximity /prɔkˈsɪmɪti/ noun in terms of news values, geographical closeness or ideological similarity of a country in which news has occurred to the one reporting it

PRS abbreviation Performing Rights Society

psa abbreviation public service announcement

PSC abbreviation portable single camera

pseudo-context /ˈsjʊdəˌkɒntɛkst/ noun the structure of information presented through the media, which is thought by some to be fragmented and useless

psychogalvanometer /ˌsɛskəʊɡælˈvænəmərt/ noun an instrument used to measure emotional reactions to advertising by checking the degree of sweating on the palms of the hands

psychogeography /ˌsɛskəʊdʒɪˈɡeərəfi/ noun in postmodernist theory, the analysis of the influence of a person’s environment on their mental processes

psychographics /ˌsɛskəʊˈɡræfɪks/ noun the study of the lifestyle of different sectors of society for marketing purposes

PTC abbreviation piece-to-camera

P-time /ˈpiː.tɑm/ abbreviation polychronic time

PTV abbreviation 1. TV pay television 2. TV public television

pub. abbreviation 1. publisher 2. publication

public access television /ˈpʌblɪk əˈkses ˈtɛlvɪʒən/ noun in the US, cable broadcasting facilities for the transmission of programmes produced by members of the public. Also called open access television

publication /ˈpʌblɪkˈtʃərəʃən/ noun 1. an item that has been published, especially in printed form. Abbreviation pub., publ. 2. the act of making printed material, especially books, available for sale to the public

Public Broadcasting Service /ˈpʌblɪk ˈbrəʊkədɛstəs ˈsɛrvəs/ noun a not-for-profit corporation in the US which oversees public service television broadcasting by more than 300 member stations. Abbreviation PBS

public domain /ˈpʌblɪk ˈdəʊrnəm/ noun any uncopyrighted work is considered to be in the public domain, ie. that can be rereleased by any company without having to pay for rights. The period for copyright expiration in the EU is 70 years after the death of the author

publicise /ˈpʌblɪsaɪz/ verb to make something generally known or known to a group, typically by advertising

publicist /ˈpʌblɪst/ noun a person whose job it is to raise awareness of, and get press coverage of, a production such as a film

publicity /ˈpʌblɪsɪti/ noun activity, especially advertising and the publishing or broadcasting of information, designed to increase public interest in or awareness of something or somebody

public opinion /ˈpʌblɪk ˈɒpənʃən/ noun the values, ideas, political beliefs etc. held by the general public

public relations /ˈpʌblɪk ˈreɪliəns/ noun the work of promoting a product by arranging for it to be featured in the media as opposed to paying for an advertisement

public sector /ˈpʌblɪk ˈsɛktər/ noun organisations that are funded by local or national government

public service /ˈpʌblɪk ˈsɜːvɪs/ noun a service that is run for the benefit of the general public, for example the emergency services, transport and broadcasting

public service advertising /ˈpʌblɪk ˈsɜːvɪs əˌdɛvstəˈteɪzɪŋ/ noun the advertising of a public service or cause such as a disaster relief fund

public service announcement /ˌpʌblɪk ˈsɜːvɪs əˈnəʊnsmənt/ noun any announcement of information relevant to
public service broadcasting noun

the public for example a police appeal. Abbreviation psb

public service broadcasting

public service broadcasting /ˌpaːblɪk ˈsɛrvɪs ˈbredɛkɑːstɪŋ/ noun

non-commercial broadcasting sponsored by the state, for example programmes broadcast by the BBC

public sphere /ˈpʌblɪk ˈsɜfr/ noun

the section of society that a person is likely to come into contact with, who they are aware of and who is aware of them

public television /ˌpaːblɪk ˈtɛlɪvɪʒn/ noun

broadcasting that is funded by the government, viewers and corporate sponsorship. Abbreviation PTV

publish /ˈpaːblɪʃ/ verb 1. to prepare and produce material in printed or electronic form for distribution and, usually, sale, to make the work of a particular author available in printed or other form

publisher /ˈpaːblɪʃər/ noun 1. a company or person that publishes products such as books, journals or software, the owner or representative of the owner of a newspaper, periodical or publishing house. Abbreviation pub., publ.

publisher's statement /ˌpaːblɪʃəz ˈstɛrɪtʃmənt/ noun

a statement of circulation issued by a publisher, which may not have been independently verified

publishing /ˈpaːblɪŋ/ noun

the trade, profession, or activity of preparing and producing material in printed or electronic form for distribution to the public. Abbreviation pub.

publishing house /ˈpaːblɪŋ ˈhɑʊs/ noun

an established publishing company that prepares and produces material in printed or electronic form for distribution and, usually, sale

puffery /ˈpʌfəri/ noun

advertising that praises the product or service being sold in an exaggerated way, without any specific factual data

puff piece /ˈpʌf ˈpɪs/ noun

an article giving publicity or uncritical support for an event, person, organisation etc.

‘You have critics... who almost act as personal publicists for certain artists. There’s no way they can have any critical detachment. We’re a newspaper. It’s not our job to write puff pieces, it’s our job to break news.’ [Stephen Armstrong, The Guardian]

Pulitzer Prize /ˈpʊltəz prɑːriz/ noun

an annual prize offered in the US for excellence in journalism and fiction writing

pull /pʊl/ noun

a printing proof made for correction 1. verb 1. to make a printing proof 2. to remove something from circulation, or prevent it from ever getting into circulation

pullout /ˈpʊləut/ noun

part of a publication that can be pulled out, for example a removable section of a magazine or a part of a book that folds out

pull strategy /ˈpʊl ˈstrætədʒi/ noun

an attempt by a producer to use heavy advertising to persuade final users to buy a product, so ‘pulling’ the product through the distribution process to the point of sale

pulp /pʌlp/ noun

novels or magazines produced on cheap paper, especially crime, horror or science fiction stories

Punch and Judy /ˈpʌntʃ ən ˈdʒuːdi/ noun

a children’s comic puppet show featuring Punch and Judy, a quarrelsome couple, together with a number of other standard characters

punchline /ˈpʌntʃliːn/ noun

the news angle of a piece

punchy /ˈpʌntʃi/ adjective

having a strong news angle

pundit /ˈpʌndɪt/ noun

an expert in a particular field who is frequently interviewed

punitive censorship /ˌpʌnɪtɪv ˈsɛnsəri/ noun

censorship that takes place after the work in question is released to the public, in response to public protest. Compare pre-emptive censorship

punk rock /ˈpʌŋk ˈrɒk/, punk /ˈpʌŋk/ noun

a type of fast loud rock music often with irreverent, aggressive lyrics and a lack of skilled instrumental playing

put out /ˈpʊt əut/ verb

to make something widely known, for example by announcing or broadcasting it

pyrotechnics /ˌpaɪrəˈtekənɪks/ plural noun

explosive devices used in filmmaking and theatre, to imitate for example the effects of a gunshot or a fire, or to create a dramatic effect on stage

Pythonesque /ˌpaɪθənesk/ adjective

absurdly or surreally comical in a way that is reminiscent of the 1970s British television comedy show Monty Python’s Flying Circus
Q and A

Q and A /ˈkjuː/ and ‘əʊ/ noun a way of presenting news in which the presenter asks a correspondent questions about a story that they have been following

QR, abbreviation PRINTING quire

QRS, abbreviation quality of reading survey

qto, abbreviation PRINTING quarto

quadraphonic /ˈkwʌdəfɒnɪk/, quadraphonic, quadrophonic adjective referring to the use of a four-channel system to record and reproduce sound. The four separate signals may be fed to individual loudspeakers placed in the corners of a room. Abbreviation quad

quadrat, quad noun /ˈkwʌdrət/; /ˈkwɔdrət/ printing in traditional hot-metal printing, a piece of blank type metal used for spacing. A adjective RECORDING same as quadraphonic

qualitative audit /ˈkwɒlɪtətɪv əˈdʒɛktɪv/ noun the practice of examining an advertising agency’s work in planning and developing a client’s advertising programme

qualitative research /ˈkwɒlɪtətɪv əˈdʒɛktɪv rɪˈzaːtʃ/ noun research that is not simply the collecting of statistics, but which focuses on reasoning and cultural and social factors, which are researched and then analysed. Compare quantitative research

quality /ˈkwɒlɪti/ adjective referring to certain media works such as television and radio broadcasts and the press which have high production values

quality document /ˈkwɒlɪti ˈdokmjʊmt/ noun an official report on the administrative systems of an organisation

quality of reading survey /ˈkwɒlɪti əˈriːdʒiŋ ˈsɜːrvətʃuəri/ noun a survey into individual reading habits and attitudes towards the printed word. Abbreviation QRS

quality press /ˈkwɒlɪti prɛs/, quality /ˈkwɒlɪti/ noun same as broadsheet

quantitative research /ˈkwɒntɪtətɪv rɪˈzaːtʃ/ noun the process of collecting information based on statistics. Compare qualitative research

Quark Xpress /ˈkwɔr ɪksˈpres/ a trade name for standard software used for page layout throughout the media

quarterly /ˈkwɔːtəlɪ/ noun a magazine or journal published four times a year, at three-month intervals

quarto /ˈkwɔːtəʊ/ noun 1. a book with pages of a size traditionally created by folding a single sheet of standard-sized printing paper in half twice, giving four leaves or eight pages 2. the page size of a quarto book. Abbreviation qto

Quebec /ˈkwɛbɛk/ noun an internationally recognised code word for the letter Q, used in radio communications

queercore /ˈkwɛəkɔːr/ noun a style of music similar to punk rock with lyrics that proclaim homosexuality confidently and assertively

queer theory /ˈkwɛə ˈθɪəri/ noun in feminist theory, the idea that sexuality is not a set of a few rigidly-defined categories, but that it is variable and a choice which can be remade or put off

quest /ˈkwɛst/ noun in a narrative, the ‘journey’ undertaken by the hero to achieve something or find some object or person, which provides an opportunity for action and narrative progression

QuickTime /ˈkwɪktɪm/ a trade name for the graphics routines built into the Macintosh’s operating system that allow windows, boxes and graphic objects,
quire 190

including animation and video files, to be displayed

quire /ˈkwıər/ noun a bundle of sheets of paper folded together for binding into a book, especially a four-sheet bundle, folded once to make eight leaves or sixteen pages. Abbreviation qr.

quizmaster /ˈkwızməstər/ noun somebody who presents a quiz show and puts the questions to the contestants

quiz show /ˈkwız ʃou/ noun a television or radio programme in the form of a game in which contestants compete against each other for prizes by answering questions that test their general or specialist knowledge

quota /ˈkwıutə/ noun a restriction on the amount of a particular media product that may be broadcast in order to ease competition. For example, in France at least 40% of the music broadcast by any radio station must be French-language.

quotable /ˈkwıtəble/ noun of a person, easily quoted because their speech lends itself to snappy sound bites ■ adjective able to be quoted in a publication such as a newspaper because the person speaking or writing has given permission

quotation /ˈkwıteʃən/ noun a piece of speech or writing quoted somewhere, for example in a book or magazine

quote /ˈkwıt/ noun something that somebody has said, word for word, reported in quotemarks ■ verb to repeat or publish what somebody has said, word for word

‘Mr Blair’s oft-quoted claim that he will “serve a full third term” and quit before Britain next goes to the polls has always been viewed sceptically, even by some of his closest allies.’ [James Blitz, The Financial Times]

quotemarks /ˈkwıteʃəm茨ks/, quotation marks plural noun either of a pair of punctuation marks, either in single (‘’) or double (“”) form, used around direct speech, quotations, and titles, or to give special emphasis to a word or phrase
against people who belong to other races being received. whatever messages, values, ideas etc. are radical response involves total rejection of responses to receiving a message, the if accompanied by an adult seen by children under the age of 17 only for a rating indicating that a film can be inferior that some races are inherently superior or have different qualities and abilities, and 2. racism belongs, based on phenotypical or ethnic distinctions between people. racial reading /race rɛs/ noun a commentary given by the production assistant via talkback about what is coming up next, for example to camera operators and presenters racism /ˈreɪsɪz/ noun 1. prejudice against people who belong to other races 2. the belief that people of different races have different qualities and abilities, and that some races are inherently superior or inferior racks /ræks/ plural noun the area of the studio where cameras are controlled radar antenna /ˈrɑːdər ænˈtenəl/ noun a device for sending and receiving radio waves radical media /ˌrædɪk(ə)l miˈdiə/ noun same as alternative media radical response /ˌrædɪk(ə)l rɪˈspɒns/ noun one of three supposed responses to receiving a message, the radical response involves total rejection of whatever messages, values, ideas etc. being received. dominant response, subordinate response Radio Authority /ˈrɛdɪəʊ ˈɔːthɔrəti/ noun formerly, the body that regulated independent radio in the UK. It was replaced by OFCOM under the 2003 Communications Act. OFCOM Radio Authority Programme Codes /ˌrɛdɪəʊ ˈɔːθɔrəti ˈprəʊgræm kəʊdz/ noun two sets of guidelines concerning radio broadcasting covering such issues as bad language, sex and violence, bad taste humour and politically-biased programming radio backpack /ˈrɛdɪəʊ ˈbækpk/ noun portable radio broadcast equipment radio beam /ˈrɛdɪəʊ bɪm/ noun a beam of radio signals transmitted by a radio or radar beacon for communications and navigation purposes radio cam /ˈrɛdɪəʊ kæm/ noun a camera that transmits a signal to a nearby receiver without the need for cabling radio car /ˈrɛdɪəʊ kɑːr/ noun a large van containing all the equipment needed for an outside radio broadcast radio cassette /ˈrɛdɪəʊ ˈkæst|set/ noun a radio and a cassette player combined in a single, usually portable machine Radiocommunications Agency /ˌrɛdɪəʊ ˈkeɪərɪˈteɪʃən əˈreɪdʒmənt/ noun the body formerly responsible for regulating telecommunications in the UK
Radio Death

It was replaced by OFCOM under the 2003 Communications Act. OFCOM
Radio Death /ˌreɪdiəʊ ˈdeθ/ noun the
nickname given to Rwanda’s main radio
station after it was found to be broad-
casting messages of racial hatred and
incitement to violence against the
country’s minority Tutsi population
radio frequency /ˈreɪdiəʊ ˈfriːkwaːnsi/ noun 1. a frequency
on which a radio station broadcasts its
programmes 2. any of the frequencies of
electromagnetic radiation in the range
between 10kHz and 300MHz, including
those used for radio and television trans-
misson
radio-frequency device /ˌreɪdiəʊ ˈfriːkwənsi ˈdɛvɪs/ noun a measuring
device such as a meter that transmits its
reading by radio waves, which can then be
picked up remotely
radiogram /ˈreɪdiəʊɡrɑːm/ noun 1. a
radio and a record player combined in a
single cabinet 2. a telegram sent by radio
Radio Joint Audience Research
/ˌreɪdiəʊ ˈdʒɔɪnt ˈɔːdʒuːn/ noun the official body that measures audience
figures for radio stations. Abbreviation
RAJAR
Radio Luxembourg /ˌreɪdiəʊ ˈlʌksəmbru/ noun a seminal radio
station operating out of Luxembourg (to
avoid licensing restrictions), which served
much of Northern Europe with broadcasts
in English and German between 1933 and
1992
radio mic /ˈreɪdiəʊ mɪk/ mark/ noun a
microphone that is not connected by wires
but has its own radio transmitter, so that
the user can move around freely
Radio Northsea /ˌreɪdiəʊ ˈnɔːθsiː/ noun a pirate radio station operating in the
Northsea area of Essex, which broadcast a
heavy anti-Labour campaign during the
1970 general election and was found to
have had a significant effect on voting
patterns in that area
radio spectrum /ˌreɪdiəʊ ˈspektrəm/ noun the range of radio frequencies used
for radio and television, between 10kHz
and 300MHz
Radio Telefis Éireann noun the
Republic of Ireland’s public service
broadcaster, which provides two televi-
sion stations, four radio stations and an
online news service. Abbreviation RTE
radio telegraph /ˌreɪdiəʊ ˌtɛlɪɡrɑːf/ noun a telegram that is transmitted via
radio signals rather than by wire. Abbrevi-
ation RT
radiotelephone, radiophone noun a
telephone that transmits sound signals by
radio waves rather than through wires. Abbreviation RT
radioteletype /ˌreɪdiəʊ ˌtɛlɪtʌɪp/ noun 1. a teleprinter that transmits and receives
by radio rather than along a cable 2. a
receiving and transmitting system that
uses radioteletypes
radio waves /ˌreɪdiəʊ ˈweɪvz/ noun a
form of electromagnetic radiation sent in
modulated waves which can transmit
signals
radome /ˈreɪdəʊm/ noun a dome-
shaped protective enclosure for a radar
antenna, made from materials that do not
interfere with the transmission and recep-
tion of radio waves
rag /ræg/ noun a newspaper with low
journalistic standards, or any newspaper
regarded with contempt
ragga, ragamuffin noun a style of
reggae music characterised by long rap
monologues and repetitive beats
ragtime /ˈreɪgtəm/ noun a style of
popular music in the US in the late 19th
and early 20th centuries characterised by
distinctive syncopated right-hand rhythms
against a regular left-hand beat. Ragtime
was widely popularised by the pianist and
composer Scott Joplin.
RAJAR /ˌreɪdʒər/ abbreviation Radio
Joint Audience Research
r&b abbreviation MUSIC rhythm and
blues
random-access editing /ˌrændəm ˈrɛksəs ˈɛdɪʃən/ noun same as non-linear
editing
random probability testing /ˌrændəm ˈprɔbələti, ˈtestɪŋ/ noun the
practice of carrying out a survey on a test
group which is representative of the entire
population, without any restrictions on
type of person surveyed
rap /ræp/ noun a vocal style in which
performers use rhythm and rhyme to
speak in verse over music with a strong
beat, usually hip-hop. Rap developed
from African American hip-hop music
and culture in the 1970s. verb to speak
in verse using rhythm and rhyme over
music with a strong beat, usually hip-hop
rare talk /rɛrətk/ noun the style of speech more common among women, according to some theorists, which is aimed more at establishing intimacy than exchanging information. Compare rapport-talk

rate card /rɛtɛrkɑrd/ noun a list of charges for advertising issued by a newspaper or magazine, excluding discounts

ratings /'retɪŋz/ plural noun 1. audience figures that are presented in the form of a league table of programmes achieving the highest numbers, the estimated number of people who tuned in to a television or radio programme, used as an indication of its relative popularity

ratings point /'retɪŋzpɔɪnt/ noun one percentage point of a television audience in a given area

rational appeal /'reɪʃ(ə)nl/ noun the technique of designing advertising to appeal to a prospective customer using logical arguments to show that the product satisfies the customer’s practical needs (as opposed to an emotional appeal). Compare emotional appeal

rave /ræv/ noun 1. a large party or club event at which dance music is played, sometimes lasting all night 2. a very enthusiastic review of something such as a film

RCD abbreviation residual current device

RDS /rɛdz/ noun a system for tuning radio receivers automatically by sending digital signals with normal radio programmes

reach /rɛtʃ/ noun 1. the percentage of listeners in a station’s TSA who are tuned in during a particular period 2. the percentage of viewers, readers etc. who saw a particular publication, programme or advertisement

reaction shot /ri'ækʃon foʊ/ noun same as noddy

read /rɛd/ verb 1. to identify and understand the meaning of the characters and words in written or printed material 2. to interpret the information carried by movements, signs or signals 3. to say the words of written or printed material aloud

readerly /rɪˈrɛdəli/ adjective in the theories of structuralism and discourse, referring to a text that conforms to various expected patterns of construction, style etc. in order to satisfy the reader. Compare writerly

reader panel /rɪˈrɛdə ,pən(ə)l/ noun a small group who are questioned about their responses to any media product (not just a text)

reader research /rɪˈrɛdə ,riˈsɛtʃi/ noun research into the potential audience for a media product

readership /rɪˈrɛdəʃɪp/ noun the number of people that actually read a publication (as opposed to the number of copies sold). Compare circulation

reader’s inquiry card /rɪˈrɛdə rɪˈsɪnkiˈɑri kɑrd/ noun a card bound into a magazine that contains a matrix of mark codes for products they wish to have further information about. The card is returned to the publisher, who gets the advertiser to send the relevant information to the reader.

readers per copy /rɪˈrɛdə pə 'kniːpi/ noun the number of people who have had access to a single copy of a magazine, ie. its primary and secondary readers. Abbreviation RPC

reading /rɪˈrɛdiŋ/ noun in aesthetic theory, a wide-ranging term roughly meaning ‘the reception and interpretation of a text or sign’

read/write head /rɪd/wraɪt ′hed/ noun the part of a disk drive mechanism in a computer which reads data from, or writes data onto, the disk

Real /rɛl/ a trade name for a system used to transmit sound and video over the Internet, normally used to transmit high speed audio, for example from a radio station, over the Internet
RealAudio /ˌrɛlˈɔːdiəʊ/ a trade name for a system used to transmit sound, usually live, over the Internet

real image /ˈrɛl ˈɪmɪdʒ/ noun an optical image of something that is produced by reflection or refraction and can be transferred onto a surface such as the film inside a camera.

realism /ˈrɛlɪzɪzəm/ noun the concept that filmmaking and television reproduce a realistic situation, one which could occur in our world under all the given conditions. It is distinct, for example, from fantasy, which does not imply reality.

reality TV /rɪˈælɪtɪ tɪv/ reality television, reality show noun documentary-style programmes that use fly-on-the-wall footage of real people, not actors, either going about their everyday life or put into an unfamiliar situation to which they are reacting.

Really Simple Syndication /ˌrɛlɪ ˈsɪmpl ˌsɪndɪˈkeɪʃən/ noun a type of XML file format which allows news websites to update regularly using a tagged-up source feed. Abbreviation RSS

real time /ˈrɛl tɛm/ noun the recreation of an event in a piece of film or audio in exactly the same period of time that it would take for the same event to unfold in the real world. The drama series ‘24’ is filmed entirely using this device.

ream /rɪˈmɪ/ noun the standard measure used in paper orders, which is 500 sheets.

rebadged /rɪˈbædʒd/ adjective referring to an existing product that is being marketed in a different way to appeal to a different group of consumers.

rebroadcast /rɪˈbrɛbərdʒt/ noun something that is broadcast again, especially a radio or television programme in order to broadcast something again, especially a radio or television programme.

recall test /rɪˈkɔːl tɛst/ noun in advertising, a research test that checks how well someone can remember an advertisement.

receive /rɪˈsɪv/ verb 1. to pick up electronic signals and convert them into sound or pictures 2. in interpersonal communication, to pick up signals and interpret them so that the message is understood.

received pronunciation /rɪˈsɪvd ˈprɛntɪsɪˈfeɪʃən/ noun the accent generally accepted as the standard for broadcasters in the UK.

COMMENT: Received pronunciation is often used by newscasters, presenters etc as it is clear, easily understood, presents an air of authority and education, but is not connected with a geographical region. However, regional accents such as Scottish or Irish are sometimes used as well, as it is felt that they seem more friendly and ‘down-to-earth’.

receiver /rɪˈsɪvər/ noun 1. an electrical device that receives and converts electronic signals into sound or pictures 2. the part of a telephone that contains the earpiece and mouthpiece and receives and converts electronic signals into sound.

receiver studies /ˈrɪsɪvər ˈstʌdɪz/ noun the study of how people receive media messages, how they interpret them and what they do with the meanings and impressions that they take away.

reception theory /rɪˈsɛpʃən θəˈri/ noun 1. the idea that a person reading a text will have basic pre-conceived ideas and expectations which may shift over time, which they apply to their understanding of the text 2. the idea that a person reading a text will anticipate and fill in meanings, scan and rescan it and arrive at a final understanding.

reciprocal link /rɪˈsɪprək(ə)l ˈlɪŋk/ noun a link in both directions from one website to another.

reciprocity failure /ˌrɛskəˈprɒstɪti/ noun in photography, the failure of light intensity and exposure time to act together as expected, which may happen when their values are extremely high or low. This can affect the colour characteristics of the resulting photograph.
recital /ˈrɛsɪtəl/ noun 1. a musical or dance performance given by a soloist or small group. 2. a performance given by music or dance students to demonstrate the progress they have made. 3. The reading aloud or reciting from memory of something such as a poem.

recitation /ˌrɛsɪˈteɪʃən/ noun 1. the public reading aloud of something or reciting from memory, especially poetry. 2. Material read aloud or recited from memory in public, especially poetry.

recitative /ˌrɛsɪˈtɪkɪv/ noun 1. A style of singing that is close to the rhythm of natural speech, used in opera for dialogue and narration. 2. A passage in a musical composition that is sung in the form of recitative.

recite /rɪˈsɛt/ verb 1. To read something aloud or repeat something from memory, especially poetry. 2. To recite or reciting from memory of something such as a poem.

recognition test /ˌrɛkəˈɡenʃən tɛst/ noun 1. A research test in advertising that checks to see how well someone can remember an advertisement either with or without prompting.

reconstruct /ˌrɛkstrəˈkʌkt/ verb 1. To fundamentally change something such as a theory, concept, image or media text, by adding or removing elements or changing the relationship between them.

record /rɪˈkɔrd/ noun 1. A piece of music in a format that can be listened to repeatedly. 2. Something on which sound is copied, especially a plastic disc with a groove that can be played using a gramophone. 3. A broadcast that is not live but has been recorded on an earlier occasion.

recording /rɪˈkɔrdɪŋ/ noun 1. A copy of a programme or piece as it was broadcast. Abbreviation ROT.

recording studio /ˌrɪˈkɔrdɪŋ stəˈdiəʊ/ noun a room or suite of rooms with facilities for recording professional-quality music, including a gallery, live room and isolation booth(s).

recorder /rɪˈkɔrdər/ noun 1. Somebody who records sound during the making of a film or broadcast.

record player /ˈrɛkstrə plɪər/ noun A machine for reproducing the sounds recorded on records, consisting of a turntable on which the disc revolves and a needle that follows the groove to pick up sound.

recto /ˈrɛktəʊ/ noun the right-hand page of a two-page spread. Abbreviation r.

red, green, blue /red, grn, blu/ noun The three colour picture beams used in a colour television.

redo /ˌrɛdəʊ/ noun Red pupils in the eyes of a subject in flash photography.

redhead /ˈrɛdˌhɛd/ noun An 800 watt halogen spotlight.

red-top /ˈrɛd tɒp/ noun The same as tabloid.

reduce /rɪˈdjuːs/ verb To lessen the density of a photographic negative or print using a chemical substance.

reducer /rɪˈdʒʊər/ noun A chemical solution that lessens the density of a photographic negative by oxidising it.

redundancy /rɪˈdʌndənsi/ noun The proportion of words in a piece of communication that are not meaningful. Compare entropy.

reel /rɪəl/ noun 1. The amount of cinema film stored on one reel. 2. A revolving device around which something such as thread, film or wire can be wound for storage.

reel-to-reel /rɪəl tə ˈrɪəl/ noun A tape recorder that uses quarter-inch magnetic tape, wound onto and held between two reels.

reference /ˈrɛfərəns/ noun 1. A note directing a reader’s attention to another source of information. 2. A source of information referred to by a footnote or citation.

reference mark /ˈrɛfərəns mɑrk/ noun A printed symbol used to draw the attention of a reader to a note or bibliographical entry, for example an asterisk or number.

referent /rɪˈfɛrənt/ noun In semiotics, the thing referred to by a symbol. Also called signified.

referential code /ˌrɪfərənʃəl kəʊd/ noun One of five codes used in the analysis and deconstruction of texts, describing science and knowledge referred to in a narrative. Also action code, enigma code, semantic code, symbolic code.

reflect /rɪˈflekt/ verb 1. To redirect something that strikes a surface, especially light, sound, or heat, usually back.
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
</table>
| reflection          | 1. the image of somebody or something that appears in a mirror or other reflecting surface  
2. the process or act of reflecting something, especially light, sound, or heat |
| refraction          | 1. the change in direction that occurs when a wave of energy such as light passes from one medium to another of a different density, for example through a lens  
2. the ability of the eye or a lens to change the direction of light in order to focus it |
| refresh             | to update the information on a website, or to be updated                    |
| refresh rate        | the number of times that an image on a television or computer screen is repainted, typically 60 times per second |
| refutation          | the act of arguing against or disproving a theory or allegation             |
| reflexive modernisation | the idea that a modernised society could modernise itself further by eliminating the social problems caused by modern advances, for example global warming, genetic engineering etc. |
| reflexivity          | in cultural theory, the process of recognising one’s own values, beliefs etc. and comparing them to those held by other people |
| refocus             | to change or adjust the focus of something such as a camera or telescope    |
| reformer            | in advertising audience classifications, a person who wants products that will improve the quality of their lives rather than appealing to a sense of fashion or style.  
asipter, mainstreamer, succedeed |
| refract             | 1. to alter the course of a wave of energy that passes into something from another medium, such as light through a refracting lens  
2. to measure the degree of refraction in a lens or eye |
| reggae              | a type of popular music, originally from Jamaica, that combines rock, calypso and soul and is characterised by heavy accentuation of the second and fourth beats of a four-beat bar |
| regional press      | newspapers published and distributed in defined areas outside London, either in a region or in a town or a few neighbouring towns |
| regional production | the BBC’s policy not to restrict production to London but to spread it around the UK |
| register            | a type of popular music, originally from Jamaica, that combines rock, calypso and soul and is characterised by heavy accentuation of the second and fourth beats of a four-beat bar |
| regular readership  | published and distributed in defined areas outside London, either in a region or in a town or a few neighbouring towns |
| regulation          | the activity of controlling what happens in an activity of controlling what happens in an |
industry and taking action when unfair or unreasonable practices occur. OFCOM is the body which regulates the media in the UK.

**Regulation of Investigatory Powers Act 2000** (/rɪˈɡestərəli/) is an act of Parliament that allows authorities to access and monitor personal e-mails and telephone communications, and forbids encryption which makes this difficult

**remaster** (/rɪˈmeɪstər/) noun a practice aimed at emphasising the positive features of a product in order to reassure viewers of a commodity, such as of a high-quality, modern film. He believed that broadcasting should be free of commercial considerations and should be committed to producing high-quality, informative media products, not less ‘worthy’ products with popular appeal.

**remote control** noun a hand-held device used to operate a television set, video cassette recorder or other electronic device from a distance.
rendering

device, system, or activity from a
distance, usually by radio signals

rendering /rendr(ə)ŋ/ noun in soft-
ware, the process of generating pixels in
order to create an image or visual effect

renter /'rentər/ noun a film distributor
renting films to cinemas

repeat /ri'pi:t/ verb to broadcast a tele-
vision or radio programme again, or be
broadcast again • noun something that is
broadcast, shown, or performed again

repeat sound /ri'pi:t ˈsaʊnd/ noun a sit-
sation in which a presenter is not given
expected elements in a media product which
combination of both expected and unex-
pected elements during the presentation of
a media product.

report /riˈpɔrt/ verb to broadcast an
account of news again, especially to
broadcast or radio programme again, or be
broadcasted, shown, or performed again.

reportage /reˈpɔrtɪdʒ/ noun 1. the use
of print and electronic media to inform
people about news and current events 2. a
body of reported news 3. a particular way
of gathering and presenting news

reporter /riˈpɔrtər/ noun somebody
whose job is to find out facts and use the
print or broadcast media to tell people
about them.

Reporters Sans Frontières /riˈpɔːرز san fɔʁˈtʁeaz/ noun an interna-
tional organisation of journalists who
actively promote freedom of the press in
countries where this is not enforced by
law, and defend journalists who have been
silenced or punished for reporting in these
countries.

report-talk /riˈpɔːt tɔk/ noun the style
of speech more common to men,
according to some theorists, in which the
exchange of useful information is
more important than establishing an in-
terpersonal relationship with the other party.

Compare rapport-talk

reposition /ˌriːpəˈzɪʃən/ noun to
turn the marketing strategy of a
company or product in order to have a
wider or different appeal

repositioning /ˌriːpəˈzɪʃən/ noun a
shift in the position of a product in the
market, or the consumers’ idea of it, by
changing its design or by different adver-
sising

representation /ˌreprɛzəˈten(t)ʃən/ noun
the way in which a particular group
or section of society is presented on
screen or the image that is created of them
(representatives, agents).

Reporters Sans Frontières
Reporters Sans Frontières

representative /ˌreprɪˈzentətiv/ adjective
referring to words in a language
which are directly connected to the
features of the object they name, for
example onomatopoeic words such as
‘buzz’, ‘bang’, etc., which represent the
sound itself. Compare arbitrary

re-print /riˈprɪnt/ verb to print some-
thing again, especially to manufacture
another issue of a recording

reprinted /ˌriːprɪˈptɪd/ adjective a
printed copy of something that has already been in print
verb to print something again, especially
with few or no changes

reproduction /ˌriːprəˈdʌkʃən/ noun in
feminist theory, the way in which the
dominant ideology of a society is repres-
ented and spread
reproduction /ˌriːprəˈdʌkʃən/ noun the reproduction of something printed, for example by offset printing, microfilming, photography or xerography

reprography /ˌriːprəˈɡræfi/ noun the reproduction of something printed, for example by offset printing, microfilming, photography or xerography

republication /ˌriːˈpʌblɪˈkeɪʃən/ noun 1. something published again, especially in an unchanged form 2. the act or process of publishing something again

republish /ˌriːˈpʌblɪʃ/ verb to reissue a publication, especially in an unchanged form

request /rɪˈkeɪst/ noun a piece of music played on a radio programme, at a live performance or at a disco because somebody asks for it

re-record /ˌriːrɪˈkɔːd/ verb to record something again

re-recording /ˌriːrɪˈkɔːdn/ noun a further recording of something

re-regulation /ˌriːrɪˈɡɛrəleɪʃən/ noun the theory that deregulation of media companies has merely led to regulation in a different form, which does not give more freedom

re-release /ˌriːrɪˈrɪls/ noun a music recording or a film that has been released again to the public

re-run /rɪˈrʌn/ noun a repeat showing of recorded entertainment, especially a television series

re-broadcast /ˌriːbɔːrˈdɑːst/ verb to show or broadcast a television series, video or film again

research /ˈriːsərچ/ noun methodical investigation into a subject in order to discover facts, to establish or revise a theory or to develop a plan of action based on the facts discovered

researcher /ˈriːsərچər/ noun the member of a film and television production team who is responsible for putting together material for a project

residual /rɪˈzɪdjuːəl/ noun a payment to performers, directors or writers when their filmed work is shown again, especially on television

residual current device /rɪˈzɪdʒuəl kəˈɹɛnt ˈdɪˈvɜːs/ noun a piece of equipment that checks the electrical supply from a socket and trips a switch if any changes in the flow are detected, protecting people and equipment. Abbreviation RCD

resistive reading /rɪˈzɪstɪv ˌriːdɪŋ/ noun the act of reading while actively resisting taking in the preferred meaning

resolution /ˌrezəˈluːʃən/ noun the quality of detail offered by a TV or computer screen or a photographic image, expressed usually as the number of dots of colour or pixels per inch

resonance /ˈrezənəns/ noun a situation in which what a viewer sees corresponds closely to their own experiences or expectations, so reinforcing them

respondent /rɪˈspɒndənt/ noun a person who has taken part in a survey. Also called informant

response function /ˈriːsɒns ˈfʌŋkʃən/ noun a figure that represents the value of a particular quantity of advertising impressions on a person

response mechanism /ˈriːsɒns ˌmekənɪzəm/ noun a method of showing a response to an Internet advertisement, or the way in which a customer can reply to an advertisement or direct mailshot, such as sending back a coupon or a faxback sheet

restricted code /ˌrɪstrɪktɪd kəʊd/ noun the speech patterns thought to be more common among working-class, less educated people, using a smaller vocabulary, simpler grammatical structure and a greater assumption of shared understanding. Compare elaborated code

Restricted Service Licence /ˈrɪstrɪktɪd ˈstrɪktɪd ˈlɛns/ noun a licence to broadcast granted by Ofcom. These licences are valid either for a period of a month, such as a licence to trial a new radio station or serve a special event, or for longer period, such as for hospital and schools radio. Abbreviation RSL

retail media /ˈreɪtɪl ˈmiːdia/ noun advertising media in retail outlets, for example ads on supermarket trolleys

retake /ˈriːtek/ noun an instance of recording, photographing or filming something again, or the product that results from this
retention /rəˈtenʃn/ noun the act of keeping the loyalty of existing customers, one possible aim of an advertising campaign. Compare acquisition

campaign. Compare one possible aim of an advertising

retention /rəˈtenʃn/ noun the act of keeping the loyalty of existing customers, one possible aim of an advertising campaign. Compare acquisition

reterritorialisation /rɪˌtərɪˈtɜːrɪləzəʃən/ noun the process of reclaiming cultural ‘territory’ by interpreting cultural meanings and artifacts in new and different ways

reversion /rɪˈvɜːrʒən/ noun the act of returning something to a previous version or state

retransmit /rɪˈtrænsmɪt/ verb to send a television broadcast by cable

retrospective /rɪˈtrɒspɛktɪv/ noun an article looking back at recent events

retune /rɪˈtuːn/ verb to adjust a radio or television set to a different station or channel

 Reuters /ˈrɛtərɛz/ a trade name for a London news agency providing international news reports

revamp /rɪˈvæmpl/ verb to update an article or page because new material has emerged

revise /rɪˈvɜːz/ noun the final page ready for printing after a proof has been checked and amended

revision /rɪˈvɪʒən/ noun a revised and republished version of a text

revolutions per minute /ˌrɛvəluˈʃən ˈpɜːr ˈmɪnjuːt/ noun a measurement of how fast something turns, usually used to describe the speed that a gramophone record plays at. Abbreviation rpm

rewind /rɪˈwɪnd/ noun a function that quickly winds a film or tape backwards, for example on a camera or video recorder

rewrite /rɪˈrɛt/ verb to reword an article using the same information (not updating it)

RFD abbreviation RADIO radio-frequency device

RF shielding /ˈreɪfiʃldɪŋ/ noun a material that prevents the transmission of radio frequency interference signals

rhetoric /rɪˈtɛrɪk/ noun speech or writing that communicates its point persuasively

‘On the advice of their spin-doctors, the rhetoric of politicians will become more and more tabloid in its vehemence. Home secretaries, and even perhaps prime ministers, will attend funerals and utter profound words of condemnation.’ [Simon Heffer, The Daily Telegraph]

rhetorical /rɪˈtɛrɪkl/ adjective 1. relating to or using language that is elaborate or fine-sounding but insincere 2. relating to the skill of using language effectively and persuasively

rhetorician /rɪˈtɛrɪskjən/ noun 1. a speaker or writer of elaborate or fine-sounding but insincere language 2. a teacher of the effective and persuasive use of language 3. a skilled and effective speaker or writer

rhetoric of image /rɪˈtɛrɪk əv ɪˈmɪdʒ/ noun the way in which pictures are used to persuade the viewer of a message or reinforce it

rhizome /ˈraɪzoʊm/ noun in the theories of structuralism and discourse, a structure which grows and evolves simul-
taneous in many different directions and has no defined centre, as with a language

**rhyme** /ˈraɪm/ noun a similarity in the sound of word endings, especially in poetry

**rhythm** /ˈrʌθm/ noun 1. the regular pattern of beats and emphasis in a piece of music. 2. in poetry, the pattern formed by stressed and unstressed syllables. 3. a pattern suggesting movement or pace in something such as a work of art. 4. a mood or effect in a book, play or film created from repetition

**rhythm and blues** /ˈrʌθm ən /ˈbluːz/ noun a style of music combining blues and jazz, originally developed by African American musicians. Abbreviation r&b. R’n’B

**rich e-mail** /rɪtʃ ɪˈmiːl/ noun an e-mail that has a voice message attached to it

**riffle** /ˈrɪf(ə)l/ noun a quick flick through the pages of a book, magazine or newspaper to flick through the pages of a book, magazine or newspaper, glancing casually at the contents.

**riffle m ike** /ˈraɪfl(ə)k/ mark noun same as gun m ike

**right of reply** /rʌt ɔ ˈrɪt pli/ noun the right of persons represented in the media to ‘answer back’ to the media if they are dissatisfied

‘The last time I happened to discuss astrology in a newspaper article, some years ago, Professor Richard Dawkins was so enraged that he demanded an immediate and lengthy right of reply, in which he denounced my “frivolous tolerance”.”

Justine Picardie, *The Daily Telegraph*

**rim light** /ˈrɪm lənt/ noun same as backlight

**ring-around** /ˈrɪŋ əˌrəʊnd/ noun the act of calling lots of people to gather material for an article

**ringtone** /ˈrɪŋtən/ noun the sound that indicates the arrival of an incoming call on a mobile phone, for example, a series of beeps or a musical tune

**COMMENT:** Ringtone companies often involve themselves in large, persistent advertising campaigns which tap into the large youth market for these. The Advertising Standards Authority ruled in September 2005 that one such company be largely banned from advertising before 9pm, on the grounds that their advertisements were targeting young people who would be unlikely to read their small print.

**risk assessment** /ˈrɪsk əˌsɛsment/ noun the process of working out what potential dangers there are in a situation (for example, on a set) and taking steps to avoid them

**risk society** /ˈrɪsk səˌsarəti/ noun a community which is preoccupied with the increasing risks created by modernisation and how to prevent or circumvent these

R’n’B abbreviation  music  rhythm and blues

**road blocking** /ˌrɔːd ˈblʌkɪŋ/ noun the practice of placing an advertisement on different television channels or in different publications at the same time, so as to maximise the number of people who will see it

**road movie** /ˌrɔːd ˈmuːvi/ noun a film that depicts the adventures of a person or people who leave home and travel from place to place by road, often to find or escape from something

**roadshow** /ˌrɔːdʃəʊ/ noun a live open-air radio or television show that travels to a series of locations, usually during the summer months

**rock** /rɒk/ noun a style of popular music, derived from rock and roll, usually played on electric or electronic instruments and equipment to sing, play or dance to music, especially to rock music. 2. to have or play music with a strong solid beat

**rockabilly** /ˈrɒkəbɪli/ noun a style of popular music originating in the late 1950s, that combines rock and roll with country music

**rock and roll** /rɒk ən ˈrɔʊl/, rock’n’roll noun popular music derived from blues music that has heavily stressed beats. It is usually played on electric instruments and has simple, often repetitive, lyrics.

**rocker** /ˈrɑːkər/ noun 1. a fan of rock music or rock and roll. 2. a rock singer or musician. 3. a rock music song

**rock steady** /ˈrɑːk ˈstɛdi/ noun Jamaican reggae of the early 1960s, popular as dance music

**rockumentary** /ˌrɒkjuˈmentəri/ noun a film documentary about rock music in general or a particular rock band or musician, containing film footage of relevant performances
role /roʊl/ noun 1. a person’s social position in relation to others 2. an individual part in a play, film, opera or other performance
role culture /ˈroʊl kʌltʃə/ noun an organisational structure in a business which is based around a hierarchy of roles with diminishing power and influence. Compare person culture, power culture, task culture
role fulfilment /ˈroʊl ˈfɪlment/ noun in a narrative, the way in which characters fulfil or subvert the expectations attached to the traditional roles they are playing, for example hero or villain, and the effect that this has
roll /roʊl/ verb 1. to cause credits, titles or other captions to move in a continuous upwards direction on a cinema or television screen, or move in this way 2. to apply ink to type or a plate with a roller 3. to function, or cause something to function, especially a cine camera or printing press
roller /roʊlər/ noun a hard tube, usually of compressed rubber, on which ink is spread and rolled over type or an engraved plate before printing
rolling credits /ˈroʊlɪŋ ˈkredɪts/ plural noun credits at the end of a broadcast programme that gradually roll up the screen in a continuous list
rolling news /ˈroʊlɪŋ ˈnjuːz/ noun same as open-ender
rolling spider /ˈroʊlɪŋ ˈspædər/ noun a spreader mounted on wheels, so that the camera and tripod can be moved around
rom. abbreviation PRINTING roman
roman /ˈroʊmən/ noun normal typeface that is not bold or italic. Abbreviation rom.
romance /ˈroʊməns/ noun a novel, film or play with a love story as its main theme
romantic comedy /ˈroʊməntɪk ˈkəmədɪ/ noun a humorous film, play or novel about a love story that ends happily. Abbreviation romcom
romcom /ˈroʊmkəm/ abbreviation CINEMA, TV romantic comedy
Romeo /ˈroʊmiəʊ/ noun an internationally-recognised code word for the letter R, used in radio communications
roof rig /ˈrʊf rɪɡ/ noun a terrestrial transmitter attached to the roof of a building, used where outside broadcasting will take place over a long period (such as at a court during a lengthy trial) and parking for a satellite truck is not available
rostrum /ˈroʊstrəm/ noun 1. a bench used for filming an object such as a map, on which it can be held securely and lit evenly 2. a platform, stand or raised area supporting a film or television camera
rostrum camera /ˈroʊstrəm ,kəmərə/ noun a camera that is set up to face an evenly-lit surface so that drawings or other still images can be filmed, photographed or exposed for a single frame to create animation
ROT abbreviation recording off transmission
rotary press /ˈrəʊtərərɪ ˈprɛs/ noun a printing press that prints from curved plates mounted on a revolving cylinder, often onto a continuous roll of paper
rotogravure /ˈrəʊtəɡrəvər/ noun 1. a printing process in which images are etched onto copper cylinders mounted in a rotary press, from which they are printed onto moving paper 2. something printed using rotogravure, for example a magazine or a photographic section of a newspaper
rough cut /ˈrʌf ˈkʌt/ noun 1. the first stage of editing in which all the pieces are put in the correct order 2. the preliminary version of a cinema film, with only basic editing done to put the scenes together in sequence
round bracket /ˈrəʊnd ˈbrækkt/ noun PRINTING same as bracket
roundsman /ˈrəʊdzmən/ noun a journalist, especially a man, employed to cover stories on a specific topic or field of interest
roundsperson /ˈrəʊnz,prəsən/ noun a journalist employed to cover stories on a specific topic or field of interest
round-up /ˈrəʊnd ʌp/ noun an article composed of different small pieces of news
roving camera /ˈrəʊvəŋ ,kəmərə/ noun a camera that is not fixed
roving reporter /ˈrəʊvəŋ ˈrɪvərə/ noun a journalist who travels around to get stories from different places
royal /ˈroiəl/ noun a size of paper, especially a British size of writing paper 483 x
610 mm/19 x 24 in or a size of printing paper 508 x 635 mm/20 x 25 in

Royal Photographic Society /ˈrɔʊlə ˈɡrəfɪk ˈsəʊ-ciətɪ/ noun an organisation in the UK that promotes photography as an art and science, with an open membership policy. Abbreviation RPS

Royal Television Society /ˈrɔɪəl ˌteɪlevɪʒən ˈsəʊ-ciətɪ/ noun an organisation in the UK which provides a forum for the discussion of television standards and reform.

royalties /ˈreɪliətɪz/ plural noun 1. a fee paid for the right to play commercially-produced music on a radio station 2. money payable when an artist’s work is used, according to copyright

‘Little-known indie outfit Looper have earned about £500,000 in royalties – despite having no record deal and giving their music away free on the internet. Mondo 77 is now heard each day by millions of Americans on national television after Xerox snapped it up [for millions of Americans on national television after Xerox snapped it up] three years ago.’ [Elaine Reid, The Daily Star]

RPC abbreviation readers per copy
rpm abbreviation revolutions per minute
RPS abbreviation Royal Photographic Society
RSI abbreviation repetitive strain injury
RSL abbreviation Restricted Service Licence
RSS abbreviation Really Simple Syndication
RT abbreviation 1. radio telegraph 2. radiotelephone 3. radio telegraphy
RTE abbreviation Radio Telefís Éireann
RTS abbreviation Royal Television Society
ruffle /ˈrʌfl/ verb to flick rapidly through the pages of a book or magazine
rule /rʊl/ noun a thin printed line or design used for borders or for separating columns of type
rule of thirds /rʊl əv ˈθɜːdz/ noun the technique of mentally dividing a scene or frame into three sections horizontally and vertically, so as to create a balanced composition
run /rʌn/ noun the length of time taken to print an edition

runaround /ˈrʌnərd/ noun an arrangement of printed type where lines are shortened to leave room for an illustration or symbol

run in /,rʌn ˈɪn/ verb to insert additional text in printed matter
run-in /ˌrʌn in/ noun a section of text added to a page that has already been typeset or printed

runner /ˈrʌnər/ noun a general helper on a film shoot or at an editing session, who makes coffees, goes out for food, relays messages etc.

running head /ˈrʌnɪŋ hɛd/ noun a heading printed on every page or every other page of a book. Also called running title

running order /ˈrʌnɪŋ ˈɔːrdər/ noun 1. the order in which the items on a magazine show will appear, and their duration 2. the order of items in a broadcast programme

‘The 7 O’Clock News, presented by Paddy O’Connell and Sevan Lawson and produced by a team of 24 staff, attempted to put a different spin on the day’s news and often featured an alternative running order to the evening bulletins on BBC1.’ [Owen Gibson, The Guardian]

running story /ˌrʌnɪŋ ˈstɔːri/ noun a story that is followed in a series of articles over a number of editions of the same publication

running title /ˌrʌnɪŋ ˈteɪtlər/ noun a general title used for a series of articles over a number of editions of the same publication

run of book /rʌn əv ˈbʊk/ run of paper noun advertising space bought at the basic rate, but not in a specific position in the publication

run of network /ˌrʌn əv ˈnetwɜːk/ noun banner advertising that runs across a network of websites

run of site /ˌrʌn əv ˈsaɪt/ noun banner advertising that runs on one single website

run of station /ˌrʌn əv ˈsteɪʃən/ noun television advertising for which a particular time period has not been requested

run of week /ˌrʌn əv ˈwɜːk/ noun advertising space bought at the basic rate, but not in a specific issue of the publication

run on /ˌrʌn ən/ verb of text, to continue to the next line, column or page
run-on /ˈrʌn-/ adjective referring to material that is added to an existing line of text without a line break.

noun an added section of text that continues a line, without a line break.

Rupert Murdoch /ˈrʌpət-/ one of the most influential media moguls in the world, majority shareholder of News Corporation with holdings in Australia, the UK and the US.

rushes /ˈrʌʃiz/ plural noun an early print of all material filmed on a particular day, used to check progress and whether reshotting of any scenes is required.
S

SABC abbreviation BROADCAST South African Broadcasting Corporation

safelight /ˈseflaɪt/ noun a light used in darkrooms that filters out the rays that are harmful to sensitive film and photographic paper

safety film /ˈseflti fɪlm/ noun nonflammable cinema film made with a cellulose acetate or polyester base. Formerly, film was made with cellulose nitrate and often caught fire as it aged.

sales house /ˈselz ˈhaus/ noun a company that specialises in selling advertising space in the media

sales literature /ˈselz ˈlɪtrətʃər/ noun printed information such as leaflets or brochures about a product that salespeople and customers can use

salience /ˈseiləns/ noun the degree to which something stands out among other things

salutation display /ˌsæluˈteɪʃən dɪˈpleɪ/ noun elements of language and non-verbal communication such as gestures, which reveal that a person is pleased to enter into communication with another person and feels friendly towards them

samizdat /ˌsɑmɪzdaɪt/ noun an underground publication by dissident writers, circulated at great risk of punishment during the Soviet Communist era

sample /ˈsæmpl/ noun 1. a representative group of people chosen for larger audience research 2. a piece of recorded sound or a musical phrase taken from an existing recording, especially in digital form, and used as part of a new recording 3. verb to take a sample of recorded music, especially in order to use it in another recording

sampler /ˈsæmplər/ noun 1. an electronic device that can record sounds or take short musical phrases from an existing recording and alter them digitally before they are used to make a new recording 2. an electronic device that converts sound to digital information for electronic storage

sample survey /ˌsæmpl ˈsɜrvɪər/ noun a statistical study of a selected group of individuals designed to collect information on specific subjects such as their buying habits or voting behaviour

sampling /ˈsæmplɪŋ/ noun the process of selecting a sample from the larger population for the purposes of a survey or experiment

sandbag /ˈsændbæɡ/ noun a weight (literally a bag full of sand) used to hold equipment firmly in place, such as a lighting stand

sandwich /ˈsændwɪtʃ/ noun a piece-to-camera followed by a video insert, and finished with a second piece-to-camera. Also called top and tail

sans serif /ˈsænзərˈfɛr/ noun a typeface in which there are no angled lines (serifs) at the ends of the main strokes of the characters. ◊ serif

Sapir-Whorf linguistic relativity hypothesis /səˈprɪrˈwɜrf/ noun the theory that a person’s ability to form original thoughts is limited by the way they can express those thoughts, i.e. by the structure of the language that they use and the size of their vocabulary.

Sarah’s Law /ˈsærəz ˈlɔr/ noun a campaign by The News of the World newspaper in the UK, proposing changes to privacy laws which would allow public access to records of registered sex offenders. It argues that the rights of
parents to protect their children from convicted paedophiles are more important than the rights of the offenders to privacy. **satellite** /ˈsætəlɑːt/ **noun** an object that orbits Earth or another planet in order to relay communications signals or transmit scientific data

**satellite broadcasting** /ˌsætəlɑːt ˈbrɛksiːdɑːst/ **noun** broadcasting using satellites in space to receive and send material back to Earth

**satellite dish** /ˌsætəlɑːt ˈdɪʃ/ **noun** a bowl-shaped aerial for receiving television signals broadcast via satellite

**satellite link** /ˌsætəlɑːt ˈlɪŋk/ **noun** a communications signal or link from a transmitting Earth station to a satellite and back to a receiving Earth station

**satellite master antenna television** /ˌsætəlɑːt ˈmeɪstər æntəˈtɛlvɪˈʒən/ **noun** satellite television signals that are received through a shared dish, such as in a block of flats. Abbreviation: SMATV

**satellite phone** /ˌsætəlɑːt ˈfeɪn/ **noun** a wireless phone that connects callers via a communications satellite that receives transmissions, then relays them back to Earth

**satellite station** /ˌsætəlɑːt ˈstætʃən/ **noun** a radio or television station that receives programmes from another station and rebroadcasts them immediately on a different wavelength

**satellite telephone** /ˌsætəlɑːt ˈtelfəʊn/ **noun** a mobile phone that can send voice messages over extremely long distances via links with communications satellites

**satellite television** /ˌsætəlɑːt ˈtelɪvɪʒən/ **noun** a television service for which the signal is relayed via satellite to be broadcast to customers who have suitable receiving equipment

**satellite transmission** /ˌsætəlɑːt ˈtrænzɪʃən/ **noun** transmission of communication signals using satellite technology

**satellite truck** /ˌsætəlɑːt ˈtræk/ **noun** a truck with portable satellite broadcasting equipment, used for outside broadcasts. Also called **satvan**, **scanner**

**satire** /ˈsætəraɪ/ **noun** the use of wit, especially irony, sarcasm and ridicule, to criticise faults

'Ali G star Sacha Baron Cohen has been forgiven for taking the mick out of Kazakhstan. [An official said] 'We understand that it is satire and it appears his target is not the Kazakh people but foreigners stupid enough to believe all this rubbish about our country.' [Andy Lea, *The Daily Star*]

**saturated colour** /ˌsætərətɪd ˈkələr/ **noun** colour that is rich and intense, supposedly with a high concentration (saturation) of pigments. Compare **desaturated colour**

**saturation advertising** /ˌsætərəˈtʃən əˈdɜvəˌstætɪŋ/ **noun** a highly intensive advertising campaign

**saturation testing** /ˌsætərəˈtʃən ˈtɛstɪŋ/ **noun** the process of testing a communications network by transmitting large quantities of data and messages over it

**satvan** /ˈsættvæn/ **noun** same as **satellite truck**

**satyr play** /ˈsætər plɛɪ/ **noun** in ancient Greece, a comic play that made fun of a mythological subject and included a chorus of satyrs

**SB** **abbreviation** simultaneous broadcast

**S band** /ˈes bænd/ **noun** a microwave band in the 2655–3353 MHz range, used in radio astronomy and satellite communications

**SBS** **abbreviation** Special Broadcasting Service

**sc** **abbreviation** PRINTING small capital

**scaleboard** /ˈskælbɔːrd/ **noun** very thin wood used when hand-setting type, in bookbinding and picture-framing

**scandal sheet** /ˈskændəl ʃiːt/ **noun** a magazine that features scandalous stories about people's private lives

**scanner** /ˈskænər/ **noun** 1. a receiver that continuously broadcasts radio signals it picks up from specific frequencies, 2. any mobile control room at an outside broadcast

**scatter** /ˈskætər/ **noun** a strategy by which an advertising message is put out
through several different channels at the same time
scenario /sˈnɛrɪəʊ/ noun a screenplay for a film
scenarist /ˈsɛnərɪst/ noun same as scriptwriter
scene /ˈsiːn/ noun a division of an act of a play or opera, presenting continuous action in one place
scenery /ˈsɛnərɪ/ noun the set or decorated background for a play, film or opera
scenic designer /ˈsɛnik dɪˌzaɪnər/ noun same as set designer
scenography /ˌsɛnəˈɡræfɪ/ noun the process of painting of theatrical scenery
schedule /ˈʃedʒul/ noun 1. the planned order of programmes on a broadcasting station during one day or week 2. the planned order of activities when starting on a major project, for example filming to decide which programmes should be shown at which times and in what order
schedule evaluation /ˈʃedʒuːl əˌvɛljuər/ noun an analysis of how a particular media plan has performed in relation to its target audience
schema /ˈskɛmə/ noun a mental framework of some concept, based on previous experience, which affects and is affected by further relevant information
schizoanalysis /ˌskaɪzoʊˈnɛləsɪs/ noun in psychoanalysis, a theory which focuses on the conflict between the suppressed libido (the id) and the constraints of society (the super-ego)
Schramm’s models of communication 1954 /ˈskraɪm/ noun an expansion of Shannon and Weaver’s model of communication 1949, which emphasises how the roles of the sender and receiver (the ‘encoder’ and ‘decoder’) overlap
sci abbreviation PRINTING single column inch
science fiction /ˌskaɪns ˈfɪkʃən/ noun, adjective a form of fiction, usually set in the future, that deals with imaginary scientific and technological developments and contact with other worlds
scissor /ˈsɪzər/ verb to define an area of an image and delete any information that is outside this area
scissor lift /ˈsɪzər lɪft/ noun a large platform for cameras that can be hydraulically raised and lowered

207 screen

scoop /skuːp/ noun a story that appears in only one newspaper
‘US politicians have made no secret of their deep hostility to the TV station [Al-Jazeera], whose scoops have included exclusive interviews with Osama bin Laden and other al-Qaida leaders as well as videos showing masked terrorists beheading western hostages.’ [The Guardian]
scopophilia /ˌskɒpəˈfɪliə/ noun a term, from the Greek word meaning ‘the pleasure of looking’, used when considering the relationship between a film unfolding and the audience who is watching it
score /skɔr/ noun the music that has been composed for a film, play or musical
Scottish Television /ˌskəʊtʃ ˈteɪlərɪʃən/ noun the ITV franchise operating in Scotland, which features original Scottish and regional programming
Scottish Vocational Qualification /ˌskəʊtʃ ˈvəskələˌkɒlɛʒ/ noun a National Vocational Qualification issued in Scotland. Abbreviation SVQ
scramble /ˈskræmb(ə)l/ verb to make a telecommunications or broadcast signal unintelligible by means of an electronic device
scrambler /ˈskræmblər/ noun an electronic device that makes telecommunications or broadcast signals unintelligible without a special receiver
screamer /ˈskriərm/ noun 1. an exclamation mark, especially as part of a newspaper headline 2. same as flash prank
screen /ˈskrɛn/ noun 1. a large flat white or silver surface onto which a film or slide is projected 2. the broad flat end of a cathode-ray tube or liquid crystal display on which images are displayed, for example in a television set or computer monitor 3. the film industry 4. a glass plate marked with very fine lines used in producing half-tone reproductions 5. a glass plate in a camera that is used in focusing an image before photographing it 1. to broadcast a film, programme or other item on television, or be broadcast on television 2. to project a film onto a screen in a cinema, or be projected in a cinema 3. to photograph
screen editor 208

something through a glass plate to make a
half-tone reproduction

screen editor /ˈskrɪn ˈɛdɪtər/ noun software that allows the user to edit text
on-screen, with one complete screen of
information being displayed at a time

screen grab /ˈskrɪn ɡræb/ noun the
process of digitising a single frame from a
display or television

screening /ˈskrɪnɪŋ/ noun 1. the
projection of a film on a screen in a
cinema 2. a showing of a film, programme
or other item on television

screenplay /ˈskrɪnpleɪ/ noun the
script and acting directions for a film
production

screen quota /ˈskrɪn ˈkwɔːtər/ noun a national law that a particular country
must screen a certain proportion of
‘home-grown’ cinema compared to the
amount of imported film

‘Korean movies accounted for almost 50
per cent of domestic screenings last
year, whereas Hollywood dominates 85
per cent of the global market. This
success has been boosted by a screen
quota system, adopted by Seoul in 1966,
which works on the principle that 40 per
cent of the films projected should be
domesticatly produced.’ [James Pringle,
The Times]

screen test /ˈskrɪn test/ noun an audi-
tion for a film role in which an actor is
filmed, or the film made of the audition

screenwriter /ˈskrɪnˌrɪtər/ noun same
as scenarist

screwball comedy /ˈskrʊbəl ˈkɒmədi
noun a film, especially a Holly-
wood comedy of the 1930s, featuring the
comic adventures of appealing characters
in a glamorous world

scrin /ˈskrɪn/ noun a wire mesh used
over a lamp to soften the light

script /ˈskrɪpt/ noun 1. the planned
dialogue for a filmed or recorded piece,
together with camera and production
instructions 2. in psychoanalytical theory,
a set of preconceptions about life which
are applied to all interaction and can be
changed or strengthened by experience

script doctor /ˈskrɪpt ˈdɒktrər/ noun a
scriptwriter who is employed to improve
another writer’s script, for example to
tighten up the dialogue

screen editor 208

something through a glass plate to make a
half-tone reproduction

screen editor /ˈskrɪn ˈɛdɪtər/ noun software that allows the user to edit text
on-screen, with one complete screen of
information being displayed at a time

screen grab /ˈskrɪn ɡræb/ noun the
process of digitising a single frame from a
display or television

screening /ˈskrɪnɪŋ/ noun 1. the
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cinema 2. a showing of a film, programme
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scriptwriter /ˈskrɪptrɪtər/ noun a
person who writes and prepares a screen-
play for filming. Also called screen-
writer, scenarist

ScriptX /ˌskrɪptˈɛks/ noun software that allows a developer to write multi-
media applications that can be played on a
range of different platforms

scrub /skrʌb/ verb to wipe information
off a disk or remove data from store

sculpture /ˈskʌltʃər/ noun 1. the
process of creating a three-dimensional
work of art, especially by carving, model-
ling or casting 2. a work of art created by
sculpture, or such works collectively

SDI noun a standard in digital video
equipment, allowing different pieces to be
connected easily. Full form Serial Digital
Interface

search directory /ˈsɜːtʃ dəˈreɪtər/ noun a website in which links
to information are organised alphabeti-
cally and in categories to provide the
widest response to a query

search engine /ˈsɜːtʃ ˈɛnɡɪn/ noun a
facility on the Internet that searches
webpages for a particular word or phrase,
then provides the user with quick links to
each one

‘The web is a network of interlinked
pages and search engines use robot
“spiders” to crawl it. Any website will
be found if it has incoming links. The
more incoming links there are, the
sooner a site will be noticed and
indexed, so get people to link to your
site.’ [Jack Schofield, The Guardian]

season /ˈsɛsn/ noun a ‘package’ of
episodes of a television show, for example
8 or 12 episodes, which are scripted,
filmed and released together and form a
coherent set. A television show may run
for several seasons, with large breaks in
between each being broadcast

seasonal discount /ˈsɛsənl ˈdɪskʌnt/ noun a discount offered at specific
times of the year during periods of slow sales, such as by media owners to
advertisers

season finale /ˈsɛsn fɪˈneɪl/ noun the last episode in a season, which
usually contains dramatic plot revelations
and a cliffhanger

SECAM /ˈsɛkəm/ noun the
standard television system used in France
and much of eastern Europe. Full form

**Sequential Couleur à Mémoire**

*secondary data* /ˌsekəndəri diːtə/ *noun* data or information that has already been compiled and is therefore found through desk research

*secondary definers* /ˌsekəndəri dɛnəri/ *noun* a person who does not buy a publication themselves but reads somebody else’s copy. Also called *pass-on reader*. Compare *primary definers*

*secondary reader* /ˌsekəndəri ˈrɛdər/ *noun* a person whose job is to look after the cast and housework

*second class* /ˌsekənd klɑːs/ *noun* a mail delivery service for newspapers and periodicals

*second-generation* /ˌsekənd dʒenərəʃən/ *adjective* referring to a wireless communications technology which is designed to transmit digital signals, as opposed to the earliest technologies which used analogue only. Abbreviation 2G. Compare *third-generation*

*second season* /ˌsekənd ˈsɛsn/ *noun* the period when a second series of a network television programme is shown

**section** /ˈsekʃən/ *noun* a separate part of a paper on some topic such as money, culture etc., often included with weekend editions of newspapers

**section mark** /ˈsekʃən mɑrk/ *noun* a printed symbol ($) sometimes used to mark the beginning of a section of a book or one of a series of footnotes

**secure server** /ˈsiːk jʊər ˈsɛrvər/ *noun* an Internet server that allows data encryption and is therefore suitable for use in e-commerce

...each user is supplied with a token that displays the constantly changing number. When logging on to the secure server, user names and secret Pin codes have to be keyed in along with the current passcode on the token. This system provides much stronger authentication than the standard username and password. [Eric Doyle, *The Guardian*]

**secure website** /ˈsiːk jʊər ˈwebsaɪt/ *noun* a website on the Internet that encrypts the messages between the visitor and the site to ensure that nobody else can get access to the information

**segment** /ˈsegmənt/ *verb* to divide a target audience into smaller, more specialised groups for advertising purposes

**segmentation** /ˈsegməntəʃən/ *noun* 1. the way in which television schedules are divided into sections by genre of programme, or the way in which multi-channel providers may broadcast specific genres only on separate channels 2. the process of dividing audiences into categories according to their lifestyle choices for advertising purposes

**segment producer** /ˈsegmənt prəˌdʒɛnərə/ *noun* a film or television producer who is responsible for only one part of a multi-part production

**selective demand advertising** /ˈsektəlv demənd ˈædvərtɪzɪŋ/ *noun* advertising that increases demand for a specific brand, rather than for a generic product. Compare *primary demand advertising*

**selective exposure** /ˌsektəl ekˈsəsə/ *noun* same as overhearing

**selective retention** /ˌsektəl rɪˈteɪʃən/ *noun* the process by which
selectivity 210

people remember some information but not everything they hear

selectivity /ˌselˈektɪvɪti/ noun the degree to which an electronic device or circuit can distinguish one frequency from other adjacent frequencies, as in the tuning circuits in radio or television receivers

selector /ˌselɛktər/ noun a computer program that selects a sequence of records for a playlist, appropriate for the time of day and audience, based on pre-programmed information such as the track’s chart position, mood, tempo etc.

self-censorship /ˌself ˌsɛnsəʃɜ̅r/ noun a situation in which journalists fail to question aggressively on a sensitive issue because they are under pressure from the institution or government that they work under

‘French broadcasters have been criticised for self-censorship in covering the country’s worst unrest since the student riots of May 1968. Jean-Claude Dassier, director general of the rolling news channel LCI, admitted censoring coverage of the riots for fear of encouraging support for far-right politicians.’ [Kim Willsher, The Guardian]

self-concept /ˌself ˈkɒnsept/ noun a person’s perception of how they appear to others (their self-image) and how they feel about that image (their self-esteem)

self-disclosure /ˌself ˈdɪskləˈsjuː/ noun the way in which people reveal pieces of information about themselves to others and the effect that this has on interpersonal relationships

self-focusing /ˌself ˈfaːkəʊsing/ adjective referring to a camera lens that is focused automatically rather than manually

self-fulfilling prophecy /ˌself ˈfʊlˌfɪlɪŋ ˈprɒpɪn/ noun an event about which expectations are so strong that they have the effect of making those expectations come true

self-identity /ˌself əˈɪdentɪtɪ/ noun a person’s concept of who they are in relation to the world, how they fit in

self-justifying /ˌself ˈdʒʌstɪfɪɪŋ/ adjective automatically providing an even right or left margin for text printed on a page

self-monitoring /ˌself ˈmɒnɪtəʊrɪŋ/ noun the degree to which a person is aware of social demands on and expectations of their behaviour, and is able to modify it accordingly

self-presentation /ˌself ˈprɛzəntəʃən/ noun the way in which a person behaves in a given social situation

self-published /ˌself ˈpʌblɪʃtɪd/ adjective referring to a text that is published without a publisher, and therefore at the author’s own expense

self-reflexive /ˌself riˈfleksɪv/ adjective referring to a media product which is ‘self-aware’, i.e. makes reference to its own status as a media product

self-regulation /ˌself ˌrɛɡjʊleɪʃən/ noun the process of some industries who set up their own regulatory agencies

selling costs /ˈselɪŋ ˈkɒsts/, selling overheads /ˈselɪŋ ˈəʊvərheɪd/ plural noun the amount of money that has to be paid for the advertising, representatives’ commissions and other expenses involved in selling something

Selsdon Committee Report on Television 1935 /ˌsɛlzdən/ noun the report on television development and financing that recommended that the BBC should continue to be paid for by the licence fee system

semantic code /ˌsɛməˈmæntɪk ˈkeɪəd/ noun one of five codes used in the analysis and deconstruction of texts, describing the ‘human voice’ portrayed in a narrative. Ø action code, enigma code, referential code, symbolic code

semantic differential /ˌsɛməˈmæntɪk ˌdɪfərəntʃɪəl/ noun a research method that asks audiences to grade their reactions on a scale, for example ‘offensive’ – ‘mildly offensive’ – ‘not offensive’

semantics /ˌsɪmæntɪks/ noun the study of meaning in language

semibold /ˌsemiˈbɔld/ adjective printing darker than ordinary type but not as dark as bold type

semidocumentary /ˌsemiˈdɒkjuˌməntɪri/ noun a film or TV programme that is fictional but makes use of or is based on factual details or events

semimonthly /ˌsemiˈmʌnθli/ noun a publication that appears twice each month, usually at equal intervals
public by drawing attention to a social can create a moral panic amongst the meanings to a sign or symbol which were which represent them (their signifiers). Compare mimetic plane

sentic power /'sentiŋki / 'paʊə/ noun the ability of an audience to attach meanings to a sign or symbol which were not originally intended

senti /'senti/tiks / noun the study of the way in which signs and symbols are used to create systems of social meaning

'semiotics /semi/'tɔtiks/ noun the study of the way in which signs and symbols are used to contribute to a social issue

sender /'sendə/ noun a piece of communication, the person who is transmitting the message

sensitisation /'sensətɪzɪʃ(ə)n/ noun the way in which media coverage can create a moral panic amongst the public by drawing attention to a social issue

sensitise /'sensɪtɪz/ verb to make a photographic film, plate or other medium sensitive to light by coating it with an emulsion

sensitive /sɛnsɪtɪv/ adjective 1. of a radio or other receiver, able to respond to transmitted signals 2. photography extremely responsive to radiation, especially to light of a specific wavelength

sensitivity /sɛnsɪ'tɪvɪtɪ/ noun 1. the ability of a radio or other receiver to respond to transmitted signals 2. the capacity to respond to radiation, especially light, as of photographic paper

sensitometer /sɛnsɪ'tɒmətə/ noun an instrument for measuring degrees of sensitivity, especially one used on photographic materials

sentence meaning /'sentəns /ˈmɪnɪŋ/ noun the 'absolute' meaning of a set of words put together in a grammatical structure, without any considerations of context, tone, gestures etc. Compare utterance meaning

separate channel signalling /'sepərət /ˈʃeɪnəlɪŋ/ noun the process of using independent communications channels or bands in a multichannel system to send the control data and messages

sepia /'sɪpiə/ noun 1. a brownish tone produced by some photographic processes, especially seen in early photographs 2. a drawing done in sepia, or a photograph with a brownish tone

seque /'sɪkwə/ noun a film, novel or play that continues a story begun in a previous film, novel or play

sequelitis /'sɪkwəlɪtɪs/ noun the tendency of authors and film-makers to continue to produce sequels to their works as long as they are financially successful

sequence /'sɪkwəns/ noun a section of a film showing a single incident or set of related actions or events

Sequential Couleur à Memoire /'sɛkˈwɛnl kɔləʁ a məˈmwa/ noun full form of SECAM

sequential sampling /'sɛkˈwɛnʃəl /ˈsæmplɪŋ/ noun the process of continuing sampling until enough people have been interviewed to provide the necessary information

sequential scanning /'sɛkˈwɛnʃəl /ˈskænɪŋ/ noun a system that scans a television picture using lines in a numerical sequence

serial /'sɛriəl/ noun a story that is split into a number of episodes and shown on television at a particular time each day or week

Serial Digital Interface /'sɛriəl /ˈdɪθətɪəl /ˈɪntəfɪər/ noun full form of SDI

serialisation /'sɛriəlɪzəʃ(ə)n/ noun a story which has been divided into parts suitable for publishing or broadcasting

serialise /'sɛriəlɪz/ verb 1. to adapt a work so that it can be published or broadcast as a serial 2. to publish or broadcast a story in parts at intervals
serial rights

serial rights /ˈsɜːriəl ˈraɪts/ plural noun the right to publish a story or book in parts as a serial

series /ˈsɛriəz/ noun 1. a set of regularly broadcast programmes, each of which is complete in itself 2. same as season 3. a television programme that is shown at the same time each day or week, keeps the same actors and situation but tells a different, self-contained story in each episode 4. a number of books, pamphlets or periodicals published by one company or organisation on the same topic or in the same format

serif /ˈsɜːrif/ noun 1. a small line at the end of the main stroke 2. text with these serifs

seriocomic, /ˌsɛriəˈkʌmmɪk/ adjective with both serious and comic aspects

server /ˈsɜːvər/ noun a computer that controls network services available on other computers

service area /ˈsɜːvɪs ˈɛəriə/ noun the area over which a radio or television broadcasting station can transmit a satisfactory signal for reception

service provider /ˈsɜːvɪs prəˈvайдə/ noun a company that provides people and businesses with access to the Internet, usually charging a monthly fee

set /set/ noun an artificially-created location in which a play is performed for filming in or outside a studio, for example the inside of a room. This means that only the part of the room to be filmed needs to be created, with plenty of space in front for the cameras and crew.

set and hold /set ənd 'hold/ noun same as hold

set designer /set dɪˈzaɪnər/ noun the member of a film, television or theatre production team who is responsible for designing the scenery and props for a set or stage. Also called scenic designer

set meter /ˈset ˈmiːtər/ noun a device in a television that records which channels are being shown and for how long, used in television audience research

set-off /ˈset əf/ noun PRINTING same as offset

set-top box /ˈset ˈtɒp ˈbɒks/ noun a device that enables digital and/or cable television signals to be received, and for subscription services to be decoded using a special card

setup /ˈsetəp/ noun the position of a camera at the beginning of a film scene

setup /ˈset əp/ noun the three main light sources on a film set, consisting of the key light, the fill light and the backlight

sexism /ˈseksɪzəm/ noun discrimination against or stereotyping of a person on the grounds of their sex

sexploitation /ˌsekspləˈteɪʃən/ noun the deliberate use of sexual material to make a product, especially a film, commercially successful

‘…in the case of Channel 4, it is demonstrably true that a decade ago, an evening spent watching the channel would have harvested rather more than repeats, imported sitcoms and sexexploitation masquerading as factual television.’ [Alasdair Palmer and Chris Hastings, The Sunday Telegraph]

sextodecimo /ˌseksəˈdɛsɪmə/ noun a size of book page traditionally created by folding a single sheet of standard-sized printing paper four times, giving 16 leaves or 32 pages. Also called sixteenmo

sexual difference /ˈseksjuəl ˈdɪfərəns/ noun in feminist theory, the idea of the difference between the sexes being biological and ideological, and how the media expresses and encourages this

sexuality /ˈseksjuəlɪtɪ/ noun part of a person’s identity related to their sexual activities or preferences

sexy /ˈseksɪ/ adjective referring to an article that has popular appeal ( informal)
distasteful images and offend most viewers, usually with content which is designed to shock. Programme on film with a camera cast at regular times by the BBC

possibly be regulated externally

be bad for other publications and should be bought by dialling a telephone number shown on screen.

the final screenplay for a cinema or television film that includes directions for shooting and is divided into scenes with the shots numbered consecutively

an advertising agency

a usually free newspaper that carries advertising and some local news

a television channel dedicated to advertising products, usually with one or more presenters talking about and demonstrating them. The products can then be bought by dialling a telephone number shown on screen.

a film whose running time is approximately 30 minutes or less

the unused film left over when a shoot is finished

a gesture or facial expression that seems insincere or shows some hidden emotion, for example a smile that appears unnatural

full form of SMS

a short film of approximately 30 minutes or less, sometimes a documentary, shown before a full-length feature film

a radio wave with a wavelength between 10 and 100m

a radio capable of transmitting or receiving short waves

a piece of filming, measured from the moment that the camera is turned on until the moment it is turned off

a list of the shots that have been taken in a period of filming

in which scenes are first shown from one character’s point of view, then the other’s

share /ʃeə/ noun the total percentage of potential audience in a radio station’s

share of voice /ʃeə əv ˈvɔɪs/ noun the way that one advertiser’s activities compare to those of another at any given time

Shawcross Commission report on the Press 1962 /ʃɔːkrəʊz ˈkɒmɪʃn ˈrɪpt ˈprɛs/ noun a report that first suggested that monopolies held by large successful newspapers could be bad for other publications and should possibly be regulated externally

sheet /ʃiːt/ noun 1. a single piece of paper. Abbreviation sh., sh. 2. a newspaper or periodical, especially one dismissed as trivial

shellac /ˈʃeɪlək/ noun an old type of gramophone record originally made from a material containing purified lac, played at 78 rpm

shield law /ʃiːld ˈlaʊ/ noun in North America, a law that protects a journalist from being forced to reveal the name of a source who provided information confidentially

shipping forecast /ˈʃɪpɪŋ ˈʃɪpɪŋ ˈfɔːkast/ noun a weather forecast for ships and sailors around the UK coast that is broadcast at regular times by the BBC

shirt-tail /ʃɜːt tɛl/ noun a short additional and related piece of writing at the end of a newspaper article

shock jock /ʃɔk dʒɒk/ noun a DJ or radio host who uses provocative language and broadcasts his or her extreme views

shock site /ʃɔk sæt/ noun a website with content which is designed to shock and offend most viewers, usually distasteful images

Shockwave /ʃɔkˈwel/ a trade name for a system developed by Macromedia that allows web browsers to display complex multimedia effects

shoegazing /ʃuː ˈgɛzɪŋ/ noun a style of early 1990s guitar music characterised by relaxing sounds and static performances

shoot /ʃuːt/ noun an occasion when a professional photographer or film-maker is photographing or filming something ❯ verb to record a shot, scene, film or programme on film with a camera

shoot-em-up /ʃuːt əmˌ ˈæp/ noun a film, television programme or video game featuring a large amount of shooting and personal violence

shooting ratio /ʃuːtɪŋ ˈreɪʃə/ noun the ratio between the amount of material that is filmed and the amount used in the finished television programme

shooting script /ʃuːtɪŋ skrɪpt/ noun the final screenplay for a cinema or television film that includes directions for shooting and is divided into scenes with the shots numbered consecutively
shoulder /ˈʃouldə/ noun a flat surface of printers’ type below the raised letter or character

show /ʃou/ noun a public entertainment, for example a theatre performance, film or radio or television programme

show bill /ˈʃou bɪl/ noun a poster advertising or publicising something

show business /ˈʃou ˈbiznəs/ noun the entertainment industry, including films, radio, television, theatre and music recording

‘Funnyman Jasper Carrott has quit television. In fact, he’s quit show-business. The ginger haired comic – real name Bob Davis – is stepping down after three decades of entertaining.’ [Nicola Methven, The Mirror]

showcard /ˈʃaukɑrd/ noun a piece of cardboard with advertising material, put near an item for sale

showing /ˈʃauŋ/ noun a measurement of an audience’s exposure to outdoor advertising

show print /ˈʃou prɪnt/ noun the final print of a film that will be broadcast

show reel /ˈʃou rɪl/ noun a compilation of a film-maker’s work made in order to demonstrate their skills

showtime /ˈʃauutɪm/ noun the scheduled time for an entertainment such as a film or play to begin

sh /ˈʃiː/ abbreviation PRINTING sheet

shutter /ˈʃatə/ noun a mechanical part of a camera that opens and closes the lens aperture to expose the film or plate to light

shutterbug /ˈʃatəbʌɡ/ noun a keen amateur photographer (informal)

shutter speed /ˈʃatə spɪd/ noun the length of time the shutter remains open when a photograph is taken

Si/ abbreviation superimpose

side /sайд/ noun a television channel

sideband /ˈsайдbænd/ noun in telecommunications, the band of frequencies on either side of the carrier frequency, produced by modulation of a carrier wave

sidebar /ˈsайдbɑːr/ noun 1. a short news story containing additional relevant information that is printed beside a featured story 2. a block of text set beside the main text in a web document

Sierra /ˈsɪrə/ noun an internationally recognised code word for the letter S, used in radio communications

sight gag /ˈsaɪt ɡæg/ noun a joke that has to be seen, to be appreciated

‘Knowing nothing of the practicalities she hires a general manager, Vivian Van Damm (Bob Hoskins), to run the place, and then can’t keep from interfering in it…. paving the way for a couple of lame sight gags as she disguises herself, first as a Chinese matron, then as a polar bear, to spy on him.’ [Anthony Quinn, The Independent]

sign /sain/ noun 1. in semiotics, a term used to express the existence of a symbol (a signifier) and the existence of an object or concept which it represents (the referent or signified) 2. a publicly displayed structure carrying lettering or designs intended to advertise a business or product, for example a painted board or neon lights

signal /ˈsaɪɡnəl/ noun information transmitted by means of a modulated current or an electromagnetic wave and received by telephone, telegraph, radio or television

signature /ˈsaɪɡnə tʃu/ noun 1. a letter or mark printed on the first page of a section of a book, indicating its order in binding 2. a sheet of paper with several pages printed on it that, when folded and cut, makes up a section of a book

signature tune /ˈsaɪɡnə tʃu tju/ noun a piece of music used to introduce or identify a performer, group or television or radio programme

significant symboliser /ˈsaɪg ˈnifikənt ˈsɪmbələɪzər/ noun a sign that is common to all members of a community, for example clapping the hands together to indicate praise, bowing to show respect etc.

signification /ˈsaɪgnɪfɪkeɪʃn/ noun the existence of and relationship between a physical sign and the mental concept it represents

signification spiral /ˈsaɪgnɪfɪkeɪʃn ˈspiral/ noun a situation in which media coverage of separate events implies a link between them, suggesting a more widespread problem

signified /ˈsaɪgnɪfɪd/ noun same as referent
signifier /ˈsɪgnɪfaɪər/ noun in semiotics, the symbol that represents some other meaning

sign language /ˈsɪɡn ˈleɪndədʒ/ noun communication, or a system of communication, by gestures as opposed to written or spoken language, especially the highly developed system of hand signs used by or to people who are hearing-impaired

sign off /ˈsɪɡn ɒf/ verb to bring to an end a communication or transmission such as a radio or television programme or an e-mail message

sign-off /ˈsɪɡn ɒf/ noun 1. same as byline 2. a straight-to-camera piece by a television reporter at the end of a report, in which they give their name and location

sign painting /ˈsɪɡn ˈpeɪnɪŋ/ noun in the US, the activity or profession of designing and painting signs, especially for advertising

silence /ˈsɪləns/ noun not speaking, an element of non-verbal communication

silent /ˈsɪltnt/ noun a film made without sound or adjective referring to films made without sound, especially those made before 1927

silent majority /ˈsɪltnt ˈmərətɪəri/ noun the idea that there is a large section of society who agree with a particular point of view, but that they have not yet spoken up to confirm this

silly season /ˈsɪlɪ ˈsɪzn/ noun a period during which there is little hard news to report, and papers and broadcasters cover a lot of trivial stories

‘Victoria Beckham squeezed yet another headline out of the silly season with the announcement that she is to give up her musical career (I know, it’s tempting – but let’s not) in favour of staying home to look after her children.’
[Carol Sarler, The Guardian]

Silver Lion /ˈsɪlvər ˈlɛɪzn/ noun an award given at the Cannes International Advertising Festival

silver screen /ˈsɪlvər ˈskrɪn/ noun films or the cinema industry in general

sim card /ˈsɪm kɑːd/ noun a smart card inside a mobile phone that stores user information

simple device /ˈsɪmpl dɪˈvaɪs/ noun a multimedia device that does not require a data file for playback, such as a CD drive used to play audio CDs

simulation /ˌsɪmljuˈleɪʃən/ noun in cultural theory, the way in which a signifier represents some version of reality

simulcast /ˌsɪmlkɑːst/ noun a situation in which a programme is broadcast on two channels at the same time, for example analogue and digital, or a television channel and a radio station. Also called simultaneous broadcast

simulcasting /ˌsɪmlkɑːstɪŋ/ noun broadcasting the same transmission on different frequencies, for example on both analogue and digital

simultaneous broadcast /ˌsɪmltənəs ˈbreɪkɒst/ noun same as simulcast

simultaneous release /ˌsɪmltənəs ˈriːlɪs/ noun the practice of releasing a media product at the same time across the world. This usually implies a major, popular product which may be leaked if it becomes available in one place before another

sincerity test /ˌsɪnsərəti ˈtest/ noun the ability of an audience to assess every implication, tone, gesture etc. of a politician on a television broadcast and decide whether he/she is sincere and trustworthy

single column inch /ˈsɪŋgl kən/ noun same as column inch

single-lens reflex /ˈsɪŋgl ˈlɛŋs rɪˈfleks/ noun a camera in which the light passes through one lens to the film and, by means of a mirror and prism system, to the viewfinder. Abbreviation SLR

single-space /ˈsɪŋgl speɪs/ verb to type or print text without a blank space between the lines

sisterhood /ˈsɪstə ˈhʊd/ noun GENDER ISSUES the empathy and loyalty that women feel for other women who have similar goals, experiences or points of view

sister paper /ˈsɪstə ˈpɛrpə/ noun a paper that is owned by the same company as another

sit /stɪt/ verb to pose for a portrait or picture

sit-com /ˈsɪt kɒm/ noun a television or radio comedy series in which a regular cast of characters, usually working or
sitter

living together, experience everyday situations in a humorous way. Full form situation comedy

sitter /ˈsɪtə/ noun an artist’s or photographer’s model, especially for a portrait

sitting /ˈsɪtnɪŋ/ noun a period of time during which somebody is posing for a portrait

situational attribution /ˌsɪtʃjuəˈrɛʃənl ətriˈbjuːʃən/ noun the tendency to analyse a person’s actions according to the situation they are in, rather than their innate characteristics. Compare dispositional attribution

situation comedy /ˌsɪtʃjuəˈrɛʃən kəmədi/ ‘komədi/ noun full form of sit-com

sixteen mo /ˈsɪktʃənəmɔ/ noun PRINTING same as sextodecimo

sixteen nine /ˈsɪkstɪnˈnɛn/ adjective referring to the normal aspect ratio of widescreen broadcasts (often written 16:9), or four-by-three

sixty-four mo /ˈsɪkstɪ ˈsɪksˌmɔ/ noun a size of book page traditionally created by folding a single sheet of standard-sized printing paper 6 times, giving 64 leaves or 128 pages

skeletonised copy /ˈsklətənəzɪd/ ,knəpi/ noun a shortened copy of a publication consisting of the front page and a few key articles, used by researchers for evaluating people’s reactions to, and experience of, different publications

sketch /ˈsketʃ/ noun a flippant article describing an event, usually used in relation to happenings at the House of Commons

skiffle /ˈskɪflə/ noun a type of popular music in the 1950s, usually played by a small group on guitars with improvised instruments such as a washboard used as percussion

skill /skɪl/ noun the ability to do something that you have learned

Skillset /ˈskɪlset/ noun the organisation responsible for training and qualifications within the film and broadcasting industries

skin flick /ˈskɪn flɪk/ noun a pornographic film

skip /skɪp/ verb to fail to play properly by jumping from one place to another

skip distance /ˈskɪp ˈskɪptəns/ noun the shortest distance between a radio transmitter and receiver that permits waves of a specific frequency to be sent and received by reflection from the ionosphere

skit /ˈskɪt/ noun 1. a short piece of comic writing that satirises somebody or something 2. a short comic sketch

skylight filter /ˈsklaiətˈfɪltər/ noun a photographic filter that is slightly pink and is used to filter out ultraviolet light and reduce blueness

Skyphone /ˈskæpən/ a trade name for a piece of downloadable software that allows free phone calls to be made over the Internet, using a standard computer headset and speakers

skywriting /ˈskæwrɪtɪŋ/ noun 1. the use of an aircraft releasing coloured smoke to form letters in the sky, often for advertising purposes 2. letters or a message formed in the sky by coloured smoke released from an aircraft

slander /ˈslʌndər/ noun an untrue spoken statement which damages somebody’s reputation. Compare libel

‘Such wild, malicious and deeply personal allegations are far too grave to be dealt with by the FA. Slander is a matter for the civil courts only.’ [The Daily Telegraph]

slang /slæŋ/ noun words, expressions and usages that are casual replacements for standard ones, are often short-lived and are usually considered unsuitable for formal contexts

SLAPP /ˈslɛp/ noun the practice of companies taking out large, expensive lawsuits against their critics, who cannot possibly compete and are forced to back down. Full form Strategic Lawsuits Against Public Participation

slash /slæʃ/ noun a punctuation mark (/) that is used to separate optional items in a list or to express fractions or division, and that has various uses in computer programming. Also called diagonal, forward slash, oblique, solidus

slash-and-burn /slæʃ ən ˈbɜrən/ noun rapid editing in order to get a piece to air

slate /ˈslæt/ noun 1. the list of major films that are to be produced during a single production period 2. same as clapper board

sleeping effect /ˈslɪpɪŋ ɪˈfekt/ noun a response in an audience to a message that
is not immediately apparent, only surfacing after some time

sleeve /slɪv/ noun a decorated protective cover for a record or CD that usually lists the performers and contents. Also called liner

sleeve notes /ˈslɪv nəts/ plural noun information about a record, printed on its cover

slide /slɑːd/ noun a small piece of film that carries a positive photograph that can be viewed by projection on a screen or through a magnifying device

slidefile /ˈslɑːdfl/ noun same as stills store

slider /ˈslɑːdər/ noun a control knob or lever on a piece of equipment that moves horizontally or vertically, for example to change the volume of a radio or CD player

slip /slɪp/ noun a special pull-out section covering a particular event

slipsheet /ˈslɪpsʃi/ noun a sheet of blank paper placed between newly printed sheets to prevent wet ink on the printed sheets from rubbing off or smearing verb to place a blank sheet of paper between newly printed papers on which the ink is still wet

slogan /ˈsləʊgən/ noun a short catchy phrase used in advertising to promote something

slomo /ˈsləʊməʊ/ abbreviation slow-motion

slot /slɒt/ noun the allocated place in a schedule for a particular programme

slow drip /ˌsləʊ ˈdrɪp/ noun regular, ‘low-dose’ exposure to some idea or view that gradually persuades its audience over time

slow motion /ˌsləʊ ˈmɔːʃ(ə)n/ noun a method of filming action at a rate faster than the normal projection rate, so that it appears on the screen at a slower than normal rate

slow-motion /ˌsləʊ ˈmɔːʃ(ə)n/ adjective referring to film that is shot or shown in slow motion. Abbreviation slomo

SLR abbreviation PHOTOGRAPHY single-lens reflex

slug /slæg/ noun same as catchline

slur /slɜːr/ noun an image that has been smeared or blurred verb to blur or smear wet ink on a page, or be blurred or smeared
sniffer /ˈsnɪfr/ noun a program on a computer system designed legitimately or illicitly to capture data being transmitted on a network, often used by hackers to discover passwords and user names

snuff film /ˈsnʌf ˈfɪlm/ noun a pornographic film or video that is supposed to end with the real-life murder of one of the actors on film

soap /ˈsoʊp/, soap opera /ˈsoʊp ˈɒpərə/ noun a serial drama that is broadcast at the same time and at regular intervals (ie. every day or every weekday) COMMENT: Soap operas have their own format which features long-running, open-ended storylines, often with several stories taking place at the same time which may or may not affect each other. The plots tend to be based around a set of friends or families or around a place of work, and characters are able to enter and exit the soap easily (for example by moving to the street, taking a new job etc)

sob stuff /ˈsɒb ʃtʌf/ noun something such as a film, intended to provoke feelings of sadness

SOG abbreviation standard out cue

social action mode of media analysis /ˈsəʊʃəl əˈkʃən ˈmeidiə əˈnæləsɪs/ noun a view of the media as being instrumental in documenting social conflict and the processes that bring about change

socialisation /ˈsəʊʃəl əˈzaɪən/ noun the process by which a person comes to understand the beliefs, conventions etc. of a society, by living in it

"Children frequently converse about a video or a computer game or a television programme. Heated exchange of views on such topics is part of their experience of socialisation. However, they rarely have such conversations about books."

[Frank Furedi, The Daily Telegraph]

socialism /ˈsəʊʃəlɪzəm/ noun 1. a political theory or system in which the means of production and distribution are controlled by the people and operated according to equity and fairness rather than market principles 2. in Marxist theory, the stage after the proletarian revolution when a society is changing from capitalism, marked by pay distributed according to work done rather than according to need

social psychology /ˈsəʊʃəl ɒˈdʒʊləri/ noun the study of human behaviour, taken as a product of both mental processes and social pressures

social space /ˈsəʊʃəl ˈspeɪs/ noun in the theories of structuralism and discourse, an environment in which a social group such as a family, a group of friends or workmates exists and operates

Society of Motion Picture and Television Engineers /ˈsəʊʃəti əv ˈməʊʃən ˈpɪktʃər ən ˈtɛlɪvɪʒən ˈɪndəstɾi ənvənən ˈdʒiəriəl əˈnjuən ən fəˈtʃɪn ər wərkləmət əz ənd əpəˈreɪtəz/ noun a union for technicians working in the film and television industries in the US. Abbreviation SMPTE

sociology /ˈsəʊsiələdʒi/ noun the study of human social interactions. Compare anthropology

COMMENT: The study of sociology encompasses such areas as economic, political and religious behaviours, and examines prevailing social structures and problems such as violent crime, divorce and substance addiction.

sociometrics /ˈsəʊsiəmətrɪks/ noun the study of small groups and the power structures and interpersonal relationships within them

SOF abbreviation sound on film

soft /sɒft/ adjective dealing with other than serious issues or facts

soft core /ˈsɒft ˈkɔər/ noun films, photographs or publications which are provocative but not sexuually explicit

soft-core /ˈsɒft ˈkɔər/ adjective sexually suggestive or provocative without being explicit

soft cover /ˈsɒft ˈkʌvər/ noun same as paperback

soft focus /ˈsɒft ˈfoʊkəs/ noun a deliberate slight blurring of a photograph or a filmed image, giving it a hazy appearance, in order to achieve a special effect such as romance or nostalgia

soft news /ˈsɒft ˈnjuːz/ noun reports in a chatty, colourful style with less emphasis on straight facts and quotes. Compare hard news

soft rock /ˈsɒft ˈroʊk/ noun rock music that tends to be slower and more melodic than hard rock, often influenced by folk or country and western music

soft sell /ˈsɒft ˈsel/ noun a method of selling or advertising goods and services that uses subtlety and persuasion, rather than aggressive insistence
software /ˈsoʊtweɪ/ noun in computer science, the programs, procedures, rules and languages which are installed onto the hardware and enable it to run. Compare hardware
solarise /ˈsɔlərɪz/ verb to overexpose photographic materials to light for deliberate effect, usually in order to exaggerate highlights
solid /ˈsɒlɪd/ adjective without spaces between lines of type in printing
solidus /ˈsɒldəs/ noun PRINTING same as slash
sophism /ˌsɒfɪz(ə)m/ noun an argument or explanation that seems very clever or subtle on the surface but is in fact misleading or intended to deceive
sort /sɔrt/ noun PRINTING a character in a font of type
SOT abbreviation sound on tape
soul music /ˈsoʊl ˈmjuzɪk/, soul /ˈsoʊl/ noun a style of African American popular music with a strong emotional quality, related to gospel music and rhythm and blues
sound /ˈsaʊnd/ noun 1. the music, speech or other sounds heard through an electronic device such as a television, radio or loudspeaker, especially with regard to volume or quality 2. the recording, editing and replaying of music, speech or sound effects in the broadcast or entertainment industry
sound bite /ˈsaʊnd bɪt/ noun 1. a short extract from an interview or speech 2. a short, succinct quote
Sound Blaster /ˈsaʊnd ˈblæstər/ a trade name for a type of sound card for personal computers developed by Creative Labs that allows sounds to be recorded to disk (using a microphone) and played back
Sound Broadcasting Act 1972 noun the act of Parliament that allowed the setup of commercial radio stations
sound capture /ˈsaʊnd ˈkæptʃər/ noun the conversion of an analogue sound into a digital form that can be used by a computer
sound card /ˈsaʊnd ˈkɑːrd/ noun an expansion card that produces analogue sound signals under the control of a computer
sound chip /ˈsaʊnd tʃɪp/ noun a device that will generate a sound or tune
sound crew /ˈsaʊnd kruː/ noun all the members of a film or television crew who are responsible for recording, editing and mixing sound
sound effect /ˈsaʊnd ɪˌfɛkt/ noun a recording or imitation of a sound used in a film, radio or television programme, play or other theatrical performance
sound file /ˈsaʊnd fəl/ noun a computer file that contains sound data
sound image /ˈsaʊnd ˈɪmɪdʒ/ noun a term used to refer to the action of ‘reading’ a sound in the same way as a picture can be read
sound mixer /ˈsaʊnd ˈmɪksər/ noun a person or machine that combines or balances sounds for a recording, broadcast or film soundtrack
sound on film /ˈsaʊnd ən ˈfɪlm/ noun the background sounds recorded with a piece of video, not those edited on afterwards. Abbreviation SOVT
sound on tape /ˈsaʊnd ən ˈteɪp/ abbreviation SOT. Same as sound on film
sound on videotape /ˈsaʊnd ən ˈvɪdətæp/ a sound track 2. a commercially released recording of the music that has been used in a film
sound waves /ˈsaʊnd wɛvz/ plural noun pressure waves produced by vibrations, which are transmitted through air (or a solid) and detected by the human ear or a microphone (in which they are converted to electrical signals)
souce /ˈsɔrs/ noun a person, organisation, book or other text that supplies information or evidence for someone such as a journalist
media studies

source feed /ˈsɔːs fɛd/ noun content provided for a website using Really Simple Syndication technology, which is submitted directly to the system in a form which it can automatically process

SOVT abbreviation sound on videotape

space band /ˈspɛs bænd/ noun a device used in printing to provide even spacing between words in a justified line of text

space bridge /ˈspɛs brɪdʒ/ noun a way of communicating internationally by television, using transmissions from orbiting satellites

space buyer /ˈspɛs ˈbaːər/ noun a person who buys advertising space in magazines and newspapers

space segment /ˈspɛs ˈsegmənt/ noun a period of time which a broadcaster books in advance for the use of a satellite

spaghetti western /ˈspæti ˌwestən/ noun a film in the style of the Westerns set in the Wild West, but actually filmed in Italy or Spain during the 1960s and 70s

spam /spæm/ verb 1. to send an unsolicited e-mail message, often an advertisement, to many people 2. to post a message many times to a newsgroup, or an inappropriate message to multiple newsgroups

t noun an unsolicited, often commercial, message transmitted through the Internet as a mass mailing

When police first took him in for questioning, Francis-Macrae asked officers for the name of their chief constable. A bogus spam e-mail suddenly appeared around the world threatening to remove £400 from people’s bank accounts to pay for an iPod. The name and telephone number given for the “customer services manager” was the Chief Constable.

[Dominic Kennedy, The Times]

spam killer /ˈspæm ˈkɪlər/ noun a piece of software that automatically identifies and deals with spam in incoming e-mail

spamming /ˈspæmɪŋ/ noun the sending of unsolicited electronic messages through the Internet to a large number of recipients

spark /spɑrk/ noun an electrician responsible for lighting on a film shoot (informal)

spatial zone /ˈspeʃəl zəʊn/ noun the physical space maintained between people in communication, according to the nature of their relationship

speaker /ˈspiːkər/ noun same as loudspeaker

special /ˈspɛʃəl/ noun a television programme that is not part of a network’s normal schedule

Special Broadcasting Service /ˈspeʃəl ˈbreɪdkɑːstɪŋ/ noun a broadcasting corporation in Australia that is dedicated to representing and reaching a multicultural, multilingual audience. Abbreviation SBS

special effects /ˈspɛʃəl ˈɛfɪktz/ plural noun effects that are planned, constructed and filmed as though they were real, for example explosions, fires etc.

[‘in Harry Potter and the Goblet of Fire] Ralph Fiennes does a great job as Lord Voldemort, helped by some brilliant effects used to keep his character just as dark and dangerous as it is on the printed page – the film’s budget was £80 million and required 1,600 special effects shots.’ [Emma Urquhart, The Sunday Telegraph]

specialist editor /ˈspeʃəlist ˈɛdɪtər/ noun a film editor with specialist knowledge, such as of special effects or a particular piece of technology used in production

special position /ˈspeʃəl ˈpəʊzən/ noun an especially good place in a publication for advertising

special sort /ˈspeʃəl ˈsaːrt/ noun a character that is not on the usual printing font, for example an accented or Greek letter

correction /ˌspɛktrəm ˈskɛrət/ noun a situation in which there are not enough wavelengths to match the number of channels which wish to broadcast. This situation no longer arises since the advent of digital broadcasting.
politician somebody’s public image, for example a politician working in public relations, whose website before they reach the homepage comments, that is displayed to visitors to a webpage, usually containing advertising to be compared into digitised commands or text

nouns

speed /spɪd/ noun a measure of the sensitivity of photographic film to light, expressed according to any of various numerical rating systems

spider /ˈspɑːdər/ noun a piece of equipment for locking the three legs of a tripod in place. Also called spreader

spike /spɪk/ verb to reject a piece of copy

spin /spɪn/ noun the act of interpreting and presenting news according to a particular point of view

spin doctor /ˈspɪn ˈdɔktər/ noun a person working in public relations, whose job is to influence the way in which news is interpreted and presented to protect somebody’s public image, for example a politician

spine /spɪn/ noun the back of a book cover to which the pages are fixed

splash /ˈspleɪʃ/ noun the front page, most important story

splash page /ˈspleɪʃ pɛrdʒ/ noun a webpage, usually containing advertisements, that is displayed to visitors to a website before they reach the homepage

split screen /ˈsplɪt skrɪn/ noun a cinema or television screen frame divided into more than one image

spot news /ˈspɒt njuːz/ noun news that is deliberately released at the same time as a rival publication in order to divert interest in it and reduce its sales

speech bubble /ˈspɪtʃ ,bæb(ə)l/ noun same as balloon

speech chip /ˈspɪtʃ tʃɪp/ noun an integrated circuit that generates sounds (usually phonemes) which when played together sound like human speech

speech-recognition technology /ˈspɪtʃ ˈrɛkərɪznɪfɪk(ə)nt/ noun a system of computer input and control in which the computer can recognise spoken words and transform them into digitised commands or text

sportscast /ˈspɔːtrəskast/ noun a radio or television broadcast of a sports event or of sports news

spoof /sˈpʊf/ noun a media product that mimics a more serious product and ridicules it with humour. For example, the Hot Shots! films (1991 and 1993) mimic Top Gun, a hugely-popular film of 1986 starring Tom Cruise. Same as parody. Compare pastiche

sponsor /ˈspɒnsər/ noun a person or a business that pays for radio or television programming by buying advertising time

sponsorship /ˈspɒnsərʃɪp/ noun the act of paying full or part costs towards the production of something such as a television show, in return for a regular advertising slot on it

split track /ˈsplɪt træk/ adjective referring to a feed in which the different audio and video components are transmitted separately so that they may be used independently later. Compare mixed

splitting tape /ˈsplɑːtɪŋ tɛrp/ noun adhesive tape used for connecting pieces of magnetic tape edited by hand

split run /ˈsplɪt rʌn/ noun the printing of the same issue of a publication in several production runs, so that different advertisements may be placed in different printings, allowing the effects of the advertising to be compared
spotter 222
or has only very recently happened. Also called breaking news. Compare diary piece
spotter /ˈspɒtə/ noun an assistant to a sports commentator who identifies the players in a game
spread /spred/ noun 1. an advertisement or story that occupies two or more columns in a newspaper or magazine 2. two facing pages in a newspaper, magazine or book, often with material printed across the fold
spreader /ˈspredər/ noun same as spider
sprocket holes /ˈsprəkət həʊlz/ plural noun the holes that run down the side of a piece of film, allowing it to be held steady and wound on by the mechanism of a camera
spun /spʌn/ noun a flameproof sheet made from fibreglass that is used to diffuse lights
Spycatcher case /ˈspɒktʃər kəz/ noun the attempted censorship by the British government of revelations made by a former MI5 intelligence officer in his book ‘Spycatcher’, published in 1987. Despite arguments that he had signed the Official Secrets Act, the courts held that the book should be published in full and the press could publish excerpts, as the information was in the public interest.
spyware /ˈspɔːrə/ noun software that is secretly installed on a hard disk without the user’s knowledge and collects encoded information on his or her identity and Internet use via an Internet connection
‘Nilay Patel, director of engineering at MailFrontier, the internet security company... gives warning of the risks of e-mail Christmas cards. “These could look pretty on your screen, but behind the flickering Christmas lights could be spyware installing itself on your PC, which can filter all your internet password and card details to fraudsters”, he says.’ [Joe Morgan, The Times]
square bracket /ˈskweər ˈbrækkt/ noun either of a pair of symbols, [ ], used in keying, printing or writing to indicate some kind of special comment, for example that made by an editor
squeegee /ˈskwiːdʒ/ noun an implement, usually a rubber roller, that is used in printing and photography to remove excess water or ink
squib /ˈskwiːb/ noun a short humorous piece that acts as a filler in a newspaper
st. abbreviation PRINTING stet
stab /ˈstæb/ noun a short piece of music such as a jingle
stage /ˈsteɪdʒ/ noun CINEMA, RECORDING same as sound stage
stage left /ˈsteɪdʒ ˈleft/ noun the left-hand side of a stage or set from the actor’s point of view, facing towards the audience or camera. Compare cam L
stage right /ˈsteɪdʒ ˈrɛnt/ noun the right-hand side of a stage or set from the actor’s point of view, facing towards the audience or camera. Compare cam R
stage window /ˈsteɪdʒ ˈwɪndəʊ/ noun a window in which a video or animation sequence is viewed on a computer
stamp /ˈstæmp/ noun a small block with a raised design or lettering that can be printed onto paper by inking the block and pressing it to the paper
stamp duty /ˈstæmp ˈdʒuːti/ noun a tax on newspapers in the late 18th and early 19th century, which pushed the prices of publications up to damaging levels
stamper /ˈstæmpər/ noun a mould from which disc recordings are pressed
standard error /ˈsteɪndər ˈɛrə/ noun an estimate of possible errors when calculating the results of a particular survey. A large standard error leads to lowered confidence limits.
standardisation /ˈsteɪndəstəʃən/ plural noun the process of making or becoming standard
standard out cue /ˈsteɪndər ˈaut kjuː/ noun same as sign-off
Standard Rate & Data Service /ˈsteɪndəd ret ənd dəˈteɪd ˈsteɪndəz ˈneɪn/ an American publication listing advertising rates, circulation and other details of major American magazines, newspapers and other advertising media
standards conversion /ˈsteɪndəz ˈkən,ˈvɑːlə/ noun the process of converting a television picture from one standard to another, for example from PAL to SECAM
standfirst /ˈsteɪndfɜːrst/ noun a short introductory few lines between the headline and the body of text in a longer article or feature
stand-in /ˈstænd in/ noun a replacement for an actor in a film, for example when preparing scenes or during dangerous action

stand-up /ˈstænd ap/ noun same as piece-to-camera

stand-up position /ˈstænd ap ˈpoʊ/ noun a spot at an incident or event where pieces-to-camera can be filmed, usually with some sort of view of events in the background

star /ˈstɑr/ noun a person in the public eye because of a particular achievement or talent of theirs, for example a sports star, a film star. Compare celebrity

starch ratings /ˈstɑr tʃ ˈreɪtɪŋz/ plural noun a method of assessing the effectiveness of an organisation’s advertising

star image /ˈstɑr ɪˈmɪdʒ/ noun the reputation of a star, used as an additional way of marketing a film

starlet /ˈstɑrˈlɛt/ noun a young female actor seen as a possible major film star of the future

star system /ˈstɑr ˈsɪستm/ noun the system of deliberately exploiting an individual performer by creating an appealing off-screen persona for them, in order to sell films

start page /ˈstɑrt pɛrdʒ/ noun the webpage to which a visitor to a website is automatically taken first, or the page to which a user is automatically taken first whenever he or she goes online

startup screen /ˈstɑrtˈæp skrɪnt/ noun text or graphics displayed when a computer application or multimedia book is run

statement /ˈstɛmənt/ noun 1. the expression in spoken or written words of something such as a fact, intention or policy, or an instance of this 2. a specially prepared announcement or reply that is made public, such as by a politician

statement of circulation /ˈstɛmənt əv ˈsɛkʃən/ noun a report prepared by a magazine or newspaper publisher giving their own circulation figures

static /ˈstætɪk/ noun electrical interference in a radio or television broadcast, causing a crackling noise or disruption of a picture ■ adjective 1. not moving 2. referring to a medium in art which does not involve drama and movement, such as sculpture, photography or painting.

Compare dramatic 3. relating to or caused by electrical interference in a radio or television broadcast

static object /ˈstætɪk ˈɒbjəkt/ noun an object in an animation or video that does not move within the frame

station /ˈsteɪʃən/ noun 1. a place equipped to make and broadcast radio or television programmes 2. a television or radio channel

station break /ˈsteɪʃən b्रɛk/ noun a time when a radio or television programme is interrupted by an announcement giving the name, and sometimes other details, of the company that is broadcasting the programme

statistics /ˈstɛˌtɪstɪks/ plural noun facts or information in the form of numbers

status quo /ˈstætəs kwɔ/ noun the way that things are, i.e. the current ideology, social system etc.

statutory regulation /ˈstætərri ˈrɛɡjuˈleɪʃən/ noun regulatory powers that have been established by law, for example those conferred by the 2003 Broadcasting Act on OFCOM

Steadicam /ˈstiːdɪkəm/ a trade name for a type of camera that can be strapped to the body of the operator and contains technology to keep an image steady artificially

Steenbeck /ˈstɪnbɛk/ noun a flatbed editing table for film

stem /stem/ noun an upright stroke, especially the main one, in a letter or character

stenotype /ˈstenətaɪp/ noun a machine whose keyboard is used to record speech by means of phonetic shorthand

step frame /ˈstep frɛrn/ verb to capture a video sequence one frame at a time, used when the computer is not powerful or fast enough to capture real-time full-motion video

stereo /ˈsteriə/ adjective same as stereophonic ■ noun 1. an audio system or device that reproduces stereophonic sound 2. photography using stereoscopy

stereogram /ˈsterɪəɡrɑm/ noun a radiogram that gives stereo sound reproduction

stereograph noun a picture with two superimposed images or two almost identical pictures placed side by side which, when viewed through special glasses or a
stereoscopic

stereoscopic /′steri-ɔskəp/ noun a device resembling a pair of binoculars in which two-dimensional pictures of a scene taken at slightly different angles are viewed concurrently, one with each eye, creating the illusion of three dimensions

stereoscope /′steri-ɔskəp/ noun the creation of a 3D illusion in photography and film, using two images taken from slightly different angles which mimic those seen by each eye

stereotype /′steri-taɪp/ noun a way of classifying people which is over-simplified, based on a narrow set of attributes and assuming others, which may be offensive to the person in question

COMMENT: The creation and perpetuation of stereotypes is something for which the media are often blamed. Care must be taken in the representation of any group or individual in the media, and particularly those which are less often represented, to avoid unfair and lasting attributions.

stet /′stɛt/ noun PRESS a proofreading mark meaning ‘ignore marked deletion’. Abbreviation st.

stickiness /′stɪkɪnəs/ noun the extent to which a website attracts, and especially keeps, visitors

‘Wimbledon claims to have been the first big sports event in the UK to use its website as a promotional and marketing tool... The site claims 2.8m unique users, each spending an average of two hours nine minutes on the site, a degree of “stickiness” that most commercial organisations would kill for.’ [Alan Cane, The Financial Times]

sticky /′stɪkɪ/ adjective referring to an Internet site that attracts, and especially keeps, visitors

still /′stɪl/ noun a photographic print, either made from a single frame of a film or shot independently with a still camera during production. A photographic designed for, or relating to the process of, taking photographs as opposed to making films...
storyboard /ˈstrɔːrɪbɔːd/ noun a written plan for the filming of a sequence with drawings of how the scenes should appear and camera and lighting instructions, timings etc.

STR abbreviation BROADCAST synchronous transmitter receiver

straight-to-camera /ˈstreɪt tə kærəmə/ adjective referring to speech that delivered straight into the camera as though talking directly to the viewer.

straight-to-video /ˈstreɪt tə ˈvɪdiəʊ/ adjective referring to a film that is released only in video format rather than shown in cinemas

stranding /ˈstrændɪŋ/ noun same as stripping

strap /streɪp/ noun a blocked-out strip, usually at the bottom of a picture, over which text can be placed and easily read

strapline /ˈstræplайн/ noun a smaller headline summing up the article in a neat accessible way. Also called overline

strap titles /ˈstræp ,tæt(ə)lz/ plural noun a caption that appears at the bottom of a television screen, for example giving the name of a person being interviewed

strategic bargaining /ˈstrɔːtrəˌbɑːɡɪŋ/ noun the practice in which public figures feed news items to the press in return for exposure or favourable coverage

Strategic Lawsuits Against Public Participation noun full form of SLAPP

strategic marketing /ˈstrɔːtrəˌmɑːrkɪŋ/ noun marketing according to a plan that is developed after analysing the market, designing the advertising messages and launching the product

strategic silence /ˈstrɔːtrəˌsaɪləns/ noun the act of leaving something out, as with news selection and coverage

strategy /ˈstrætrədʒɪ/ noun a communicative act that has a clear purpose and has been pre-planned, for example to persuade or make a sale

strays /ˈstreɪz/ plural noun electrical interference in a radio or television broadcast, causing disruption of a signal

stream /strɪm/ verb to broadcast video, audio etc. material via the Internet or a computer network in real time or in written text to mean 'and' or 'or' Internet or a computer network in real time

stroke /strɔːk/ noun a short diagonal line (/) used to separate groups of numbers or

streaming video /ˌstrɪmɪŋ ˈvɪdiəʊ/ noun video data that is continuously transmitted (normally over the Internet) using a streaming protocol to provide smooth moving images

stream of consciousness /ˈstrɪm əv ˈkɒnsnsɪs/ noun 1. a literary style that presents a character’s continuous random flow of thoughts as they arise 2. the continuous uninterrupted flow of thoughts and feelings through somebody’s mind

street furniture /ˈstrɪt əˌfɜːrtʃər/ noun lamps, litter bins, bus shelters etc., on which advertising can be placed

strike /strɪk/ verb to take a film set apart or remove an unwanted prop from a set

strike off /ˌstrɪk ˈɔf/ to print a copy, document or publication

strikeover /strɪk, strəʊvə/ noun 1. a character or word that has been typed over by something else 2. the typing of one character over another already typed without erasing the first one

stringer /ˈstrɪŋə/ noun PRESS, RADIO same as freelancer

strip /streɪp/ verb to put pieces of photographic film or paper together to make a plate for printing

strip cartoon /ˈstreɪp kɑːrtən/ noun same as comic strip

stripping /ˈstrɪpɪŋ/ noun in scheduling, showing the same programme or genre of programme at the same time each day. Also called stranding

stroke /strəʊk/ noun a short diagonal line (/) used to separate groups of numbers or

[Alan Cane, The Financial Times]
structurality

structurality /ˈstrɛktʃəralɪt(ə)lɪ/ noun a technique of critical analysis that focuses on the basic structures of media products and how meanings are created through the interrelation of existing structures.

Comment: According to structuralist analysis, meaning can only be interpreted in terms of the constructed system that the sign fits into, such as the other things with which it is associated or which it is opposite to.

structure of reassurance /ˈstrɛktʃərərəns/ noun the way in which something is presented in a familiar, trustworthy manner in which in order to make the audience believe it

studio /ˈstjuːdiəʊ/ noun 1. a commercial film production company 2. a room or building equipped for making films, television or radio productions or musical recordings 3. all the buildings connected with a film production company, used for shooting and producing films

studio system /ˈstjuːdɪəʊ,sɪstəm/ noun the system of Hollywood film production from the 1930s-1950s in which the major studios controlled the production of each film with their own strict management style, allowing little opportunities for independent film companies to break into the industry

stunt double /ˈstʌnt,ˈdʌbl/ noun a person who replaces a film actor in scenes involving dangerous action sequences. Also called stuntperson

stuntman /ˈstʌntmən/ noun a man whose job is to take the place of a screen actor in a scene involving danger or requiring acrobatic skill

stuntperson /ˈstʌnt,pɜːrsən/ noun same as stunt double

stuntwoman /ˈstʌnt,waʊmən/ noun a woman whose job is to take the place of a screen actor in a scene involving danger or requiring acrobatic skill

STV abbreviation Scottish Television

style /ˈstaiəl/ noun a set of guidelines for a particular publication regarding ‘house’ rules on punctuation, grammar and spelling

stylist /ˈstaiəlst/ noun somebody employed to set up scenes to be photographed in a magazine, including supplying any accessories or decorative objects required

stylus /ˈstæləs/ noun the jewel-tipped needle of a record player that rests in the grooves of a record as it revolves and transmits vibrations to the cartridge

sub /ˈsʌb/ noun 1. a subtitle to a document or printed matter 2. same as subeditor

sub /ˈsʌb/ verb to add subtitles to something

subconscious /ˈsʌbˌkɒnʃəs/ adjective below the level of conscious realisation

subculture /ˈsʌbkʌltʃər/ noun in sociology, a smaller, ‘breakaway’ cultural group characterised by non-mainstream activities, interests, styles of dress, religion etc.

subedit /ˈsʌbˌɪdɪt/ verb to read and correct written material before it is published, particularly for newspapers and magazines, under the general supervision of an editor

subeditor /ˈsʌbˌɪdɪtə/ noun 1. an assistant editor helping to prepare material for publication 2. somebody whose job is to read and correct written material before it is published, particularly for newspapers and magazines, under the general supervision of an editor

subhead /ˈsʌbˌheɪd/ a secondary heading or title

subject /ˈsʌbdʒekt/ noun the person or thing that a camera is looking at, or who is being interviewed or having a programme made about them

subjectivity /ˈsʌbdʒektɪvəti/ noun the practice of allowing personal opinion to affect news reporting, a situation which should be avoided, unless it is made obvious that this is the case. Compare objectivity

subliminal /ˈsʌblɪmɪnl/ adjective below the level of conscious realisation, especially of some stimulus that provokes a reaction

subliminal advertising /ˈsʌblɪmɪnlədˈeɪtʃərɪŋ/ noun a technique that supposedly puts an idea into a viewer’s head by flashing barely-perceptible images between frames in a filmed piece

‘Deploying the music from a successful older film to advertise a new one must be about as close to subliminal advertising as it’s legally possible to get: the makers of the trailers for the recent movie Lemony Snicket’s A Series of
Unfortunate Events... knew the movie they wanted viewers to be reminded of... and so they bought the rights to its score.’
[Oliver Burkeman, The Guardian]

submaster /səˈbʌmɑːstər/ noun a copy from an original video cassette, made as a backup in case the master tape is damaged or lost

subminiature /səˈbʌmɪnɪtʃəl/ adjective referring to a camera that is smaller than a compact camera, using film smaller than the 35mm miniature format

subordinate response /səˌbɔrədənt/ noun one of three supposed responses to receiving a message, the subordinate response involves general acceptance of whatever messages, values, ideas etc are being received, with slight questioning of or disagreement with them.

subtext /səˈbʌtekst/ noun an underlying meaning or message in something such as a piece of literature

subtitle /səˈbʌtitl/ noun 1. a printed translation of the dialogue in a foreign-language film, usually appearing at the bottom of the screen 2. a caption for the action or dialogue of a silent film, appearing at intervals as a full-screen panel 3. the printed text of what is being said in a television programme, provided for the hearing-impaired and usually at the bottom of the screen

sub-woofer /səˈbuːfər/ noun a large loudspeaker that can reproduce very low frequency sounds, normally with frequencies between 20 to 100Hz, used with normal loudspeakers to enhance the overall sound quality

succeeder /səkˈsɪdər/ noun in advertising audience classifications, a person who wants products that increase their power and control in life.

aspirer, mainstreamer, reformer

succès de scandale /sɔkˈset dəskənda/ noun something that is successful because it is controversial, for example a book, film or play, or the success that is gained as a result of controversy

succès d’estime /sɔkˈset dəstɛm/ noun a book, film or play that is successful with critics but not with the public, or the success that is gained because of this

suggestion /səˈdʒestʃən/ noun the deliberate introduction into somebody’s mind of an opinion, belief or instruction, for example through hypnosis or advertising, so that it is accepted or acted on as that person’s own idea.
Sundance Film Festival 228

Sundance Film Festival /ˈsʌndəns/ noun a major film festival for independent film producers, held annually in Utah, USA

Sundays /ˈsʌndəz/ plural noun special format newspapers published every Sunday

sungun /ˈsʌŋɡən/ noun an unmounted light that is useful when other types of light sources are impossible to set up on location

sunlamp /ˈsʌnlaɪm/ noun a lamp with parabolic mirrors that are directed to focus light, used in cinema photography

super /ˈsuːpər/ noun 1. something superimposed onto a picture 2. a stached cotton gauze fabric that is used to strengthen the bindings of books 3. a character generator such as an Aston. Also called name super, motif

super 16 /ˈsuːpər ˈsɪkˈstɪn/ noun a professional film format used for wide-screen pictures

super-cardioid microphone /ˈsuːpər kɑrdiˈɔɪd/ noun same as gun mike

superhero /ˈsuːpərˌhɛroʊ/ noun a fictional character, for example from a cartoon, who has superhuman powers and uses them to fight crime or evil

superhigh frequency /ˈsuːpər hɪˈfriːkwənsi/ noun a radio frequency between 3,000 and 30,000 megahertz

superimpose /ˌsuːpərɪˈpɔːsm/ verb to lay an image on top of another image so that both are visible. Abbreviation SI

superimposition /ˌsuːpərɪˈpɔːzmən/ noun an image which has been superimposed on another

superior /ˈsuːpərɪər/ adjective placed above a main line of print | noun a character placed above a main line of print

superstation /ˈsuːpərˈstɛʃən/ noun a television channel broadcast nationally or internationally through satellite and cable

superstitial /ˌsuːpərˈstɪʃəl/ noun an animated advertisement that pops up on a viewer’s screen between page views on the Internet

superstructure /ˌsuːpərˈstrʌktʃər/ noun base and superstructure

supervening social necessity /ˌsuːpərvəˈnɪŋ ˌsəʊ(ə)rəl ˈnɛsəsəti/ noun a requirement from society that motivates the development of technology, for example to be informed, to be entertained, to have household tasks simplified etc.

super video graphics array /ˈsuːpər ˈvɪdɪəˌɡræfɪks ˈæret/ noun a standard of video adapter developed by IBM that can support a display with a resolution up to 800 x 600 pixels in up to 16 million colours. Abbreviation SVGA

supervising producer /ˌsuːpərˈvɪzn ˈprəʊdəˌsɜːr/ noun the member of a film or television production team who is responsible for supervising one or more producers in some aspects of their work

support advertising /ˈsəːpərt əˈdəvərɪtʃəm/ noun advertising that is designed to back up a campaign which is being primarily conducted in other media

supporting /ˈsəːpəstɪŋ/ adjective referring to an actor or other entertainer who appears in the same film, play or programme as the main star or attraction

supporting artist /ˈsəːpəstɪŋ ˈərtɪst/ noun same as extra

support media /ˈsəːpərt ˈmɪdɪə/ plural noun non-traditional media that are used to reinforce messages sent to target markets through other more traditional media

surf /sɜːf/ verb 1. to go on the Internet and look at a variety of different websites for recreation, education or entertainment 2. same as channel-hop

surprint /ˈsɜːprɪnt/ PRINTING verb same as overprint | noun same as overprint

surround sound /ˈsɜːraʊnd ˈsɔːnd/ noun a system of recording and reproducing sound that uses three or more channels and speakers in order to create the effect of the listener being surrounded by sound sources. | ambisonics

surveillance society /saˈvɛləns ˈsəʊ,ˌsɔrəl/ noun the idea that increased use of technology such as credit cards, mobile phones etc. means that people can be tracked and traced more easily by the authorities

suspension of disbelief /ˈsəːpənʃən əˈdɪsbɜrlɪŋ/ noun the need to accept unlikely situations and plot developments (for example in fantasies and science fiction) for the purposes of enjoying the film or programme

suspension point /ˈsəːpənʃən ˈpɔɪnt/ noun each of a series of dots,
usually three, used in printed and written material to indicate an omission or an incomplete phrase

sustaining program /səstəining/ noun a US radio or television programme that does not have commercials because the station or network on which it is broadcast supports it

suture /ˈʃʊtʃər/ noun an edit that makes two filmed shots appear continuous, ‘stitching up’ the gap between them

SVGA abbreviation super graphics video array

S-VHS /ˌɛs vɪˌɛtʃər/ˈɛs/ noun an enhanced version of VHS videotape

S-Video /ˌɛs ˈvɪdiəʊ/ˈɛs/ noun a method of transmitting a video signal in which the luminance and colour components (the luna, Y, and chroma, C) are transmitted over separate wires to improve the quality of the video. It is used in Hi8, S-VHS and other video formats to provide better quality than composite video.

SVQ abbreviation Scottish Vocational Qualification

swashbuckler /ˈswɑʃbʌkla/ noun a play, novel or film about a swordsman or adventurer

swash letter /ˈswɑʃ ˈletər/ noun an italic letter with elaborate flourishes and tails

sweeps /swɪp/ plural noun a survey of television ratings that is used to fix advertising prices or the period when these ratings are taken

sweetheart deal /ˈswɛtʰhart dɛl/ noun the practice of employing known and favoured staff, such as ex-employees, when commissioning independent productions

switched talkback /ˈswɪtʃd tɔlkbaːk/ noun talkback in a broadcasting studio from the production gallery that is activated by a button or switch, so that a presenter hears only the instructions intended for them and not a continuous feed. Compare open talkback

swimming /ˈswɪmɪŋ/ noun as same as vision mixer

swivel /ˈswɪvl/ noun a pivoting support that allows something such as a camera to turn from side to side or up and down, sometimes in a full circle

synchronized /ˈsɪŋkraʊflæs/ noun a mechanism in a camera that opens the shutter at the moment when the light from the flashbulb or electronic flash is brightest

synchronic /ˈsɪŋkraʊnɪk/ adjective in the theories of structuralism and
synchronic linguistics 230
discourse, current, referring to the study of something as it currently is. Compare diachronic linguistics

synchronise /ˈsɪŋkrənaɪz/ verb to make the soundtrack of a film match up with the action

synchroniser /ˈsɪŋkrənaɪzaɪr/ noun a piece of film editing equipment that allows the picture and the sound to be matched up

synchronous transmitter receiver /ˈsɪŋkrənəs trənzɪtˈrɛɪər/ noun a communications device that is able to both send and receive signals at the same time. Abbreviation STR

syncopate /ˈsɪŋkəpət/ verb to modify a musical rhythm by shifting the stress to a weak beat of the bar

syncopation /ˈsɪŋkəˈpeɪʃn/ noun a rhythmic technique in music in which the accent is shifted to a weak beat of the bar

syncretism /ˈsɪŋkrətɪzəm/ noun in cultural theory, the combination in harmony of supposedly opposite things such as cultural forms

syndicate noun /ˈsɪndɪkeɪt/ 1. a group of newspapers that have the same owner 2. a business or agency that sells news stories or photographs to the media; verb /ˈsɪndɪkət/ 1. to sell something such as an article or a comic strip for publication in a number of newspapers or magazines simultaneously 2. to sell television or radio programmes directly to independent stations

syndication /ˌsɪndˈkeɪʃən/ noun the act of packaging a programme for sale to other, international networks, or something such as a news column or cartoon for publication elsewhere

synergy /ˈsɪnərədʒi/ noun the relationship between different media products in which one is used to improve the exposure of another

Comment: Examples of synergy in products would be the soundtrack from a film that is released on CD, further advertising the film while making money as a product in its own right, or a newspaper that carries an advertisement for a sister paper in its pages.

syntactics /ˈsɪntəktɪks/ noun in semiology, the study of signs and sign systems without reference to their meanings

syntax /ˈsɪntæks/ noun the study of grammatical structure in language

synthesis /ˈsɪnθəsɪs/ noun 1. a new unified whole resulting from the combination of different ideas, influences, or objects 2. the production of music or speech using an electronic synthesiser

synthesize /ˈsɪnθəsaɪz/ verb 1. to combine different ideas, influences, or objects into a new whole, or be combined in this way 2. to produce music using an electronic synthesiser

synthesiser /ˈsɪnθəsaɪzaɪr/ noun a device that generates and modifies sounds electronically, especially a musical instrument

synthespian /ˈsɪnθɛspeɪən/ noun a digital image of a person created by a precise full-body scan and used by animators to produce animated characters or films
TT1 /tiːˈwʌn/ noun a high-capacity telephone line suitable for high-speed digital access to the Internet and able to handle 24 voice or data channels simultaneously

TT3 /ˈθriː/ noun a high-capacity telephone line capable of transferring data at speeds great enough to provide full-screen full-motion video and able to handle 672 voice or data channels simultaneously

tablet /ˈteɪбл/ noun a flat device that allows a user to input graphical information into a computer by drawing on its surface

tabloid /ˈteɪблaid/ noun a smaller-sized format of newspaper such as the Sun, The Daily Mirror etc., with the added implication that it covers the news in a light-hearted, entertaining and less serious manner than a broadsheet. Also called red-top. Compare broadsheet

tabloidese /ˈteɪблайдɪz/ noun a style of reporting associated with the tabloids that is sensational and uses a lot of clichés and emotive language

COMMENT: Tabloidese is overly sensational, clichéd and characterised by snappy phrases and emotive language. It also uses indirect, coded language and ambiguous statements which discourage accusations of libel, such as the often-cited use of 'romp' to imply a sexual encounter.

tabloidisation /ˈteɪблədɪzəʃən/ noun a change towards the style of news coverage commonly associated with the tabloid press

‘He has made the headlines bigger and more catchy, used populist design gimmicks, run more human interest stories on the front page, created a quirky centre spread and reduced foreign coverage... How does he respond to charges of tabloidisation? “I suppose I plead guilty”.’ [Roy Greenslade, The Guardian]

tabloid TV /ˈteɪблɪd tiː/ tele-

vision programming that combines gossip, scandal and news about media celebrities in the style associated with tabloid journalism

tachistoscope /ˈteɪkɪstɑːskəp/ noun a device used to measure the recognition level when a customer is exposed to a brand package or advertising material. Also called T-scope

tag /tæg/ noun a label that describes a piece of data, for example to facilitate later retrieval or text formatting; verb to mark a piece of data with tags so that it can be formatted or retrieved

tagline /ˈtæɡlaɪn/ noun a short secondary phrase attached to the title of a film that expands on its nature and helps to capture audience attention

ntag question /ˈtæɡˌkwəst(ə)n/ noun a short phrase at the end of a statement that is intended to elicit a response, for example ‘... isn’t it?’

tail /teɪl/ noun the bottom of a printed page, or the margin between the bottom of the page and the lowest line of type

tailpiece /ˈteɪlpɪs/ noun a decoration at the bottom of a page, for example at the end of a chapter

take /teɪk/ 1. a repetition of the same shot when filming, because the previous one was not satisfactory for some reason 2. a single uninterrupted session in which a work or section of a work is recorded by audio recording equipment 3. a page or number of pages that are part of a larger article
take back  232

**take back**  /ˈteɪk ˈbæk/  **verb** to move a portion of text back to the previous line

**takeoff**  /ˈteɪkɒf/  **noun** an imitation of somebody or something, especially for comic effect

**take-ones**  /ˈteɪk wənz/  **plural noun** advertising leaflets or promotional cards that are delivered to shops where they are displayed in racks

**take over**  /ˈteɪk ˈəʊvər/  **verb** to move a section of text forward to the next line

**take-up**  /ˈteɪk əp/  **noun 1.** the degree to which something made available is accepted or used by people 2. part of a mechanism onto which something such as tape is wound

**talent**  /ˈteɪlənt/  **noun** the performer, actor, presenter, singer etc. appearing in front of the camera

**talk**  /ˈtɔlk/  **adjective** involving mainly interviews, discussions and telephone calls from viewers or listeners

**talkback**  /ˈtɔlkbaʊk/  **noun 1.** an off-air communication system used for example to link a studio with the control room 2. a communications system allowing for example the production gallery to speak to presenters or camera operators on the studio floor, via an earpiece

**talkboard**  /ˈtɔlkbaʊld/  **noun** an online discussion group on a specific topic, sometimes involving experts who will answer questions

**talkie**  /ˈtɔlkɪ/  **noun** an early film with a soundtrack

**talking heads**  /ˈtɔlkɪŋ ˈhɛdz/  **plural noun** head-and-shoulder shots of people talking to camera or to an interviewer

**talk show**  /ˈtɔlk ʃəʊ/  **noun 1.** a television or radio programme made up mainly of interviews with guests, especially famous people

Talloires Declaration 1981  /ˈtələwaɪər/  **noun** a response from representatives of 20 countries to the UNESCO plans for creating a New World Order giving journalists a special protected status, asserting that such measures were unnecessary. A New World Information and Communication Order

**tally light**  /ˈtæli lət/  **noun** same as cue light

**TAM**  **abbreviation** TV television audience measurement

**Tango**  /ˈtæŋgoʊ/  **noun** an internationally recognised code word for the letter T, used in radio communications

**tank**  /ˈtæŋk/  **noun 1.** a large tray or container for processing a number of sheets of film together 2. a lightweight container for developing film, designed so that processing chemicals can be poured in and out without light entering

**tap-dance**  /ˈtep ˈdɑns/  **verb** to engage in complicated evasion or hesitation in order to avoid making a commitment or a definitive statement

‘Is Tony Blair finally losing his precious ability to tapdance his way out of a hole? His latest stumble came after a lacklustre performance in the Commons during which his former flatmate, Lord Chancellor Charlie Falconer, was forced to come to his rescue much to his embarrassment.’ [Hickey, *The Express*]

**tape**  /ˈtɛp/  **noun 1.** magnetic tape used in cassettes 2. a cassette used for audio or video recording or playback  **verb** to record something, especially music or a television programme, on magnetic tape

**tape deck**  /ˈtɛp ˈdek/  **noun** a piece of electrical equipment that plays and records tapes, especially audio cassettes

**tape header**  /ˈtɛp ˈhedər/  **noun** identification information at the beginning of a tape

**tape recorder**  /ˈtɛp rɪ,ˈkɔrədər/  **noun** a machine that can record and play audio tapes, especially one with its own speaker

**tape recording**  /ˈtɛp rɪ,ˈkɔrədɪŋ/  **noun** a recording made on magnetic tape, especially an audio recording

**target**  /ˈtɑrɪtʃ/  **noun** a surface or electrode, often luminescent, that is hit by an electron beam to produce an output signal, for example in a television camera tube

**target audience**  /ˈtɑrɪtʃ ˈɔrəndəs/  **noun** the group of society at whom a media product is specifically aimed, for example young couples, 30-something males, teenagers etc.

**Target Group Index**  /ˈtɑrɪtʃ ˈgrʊp ɪndeks/  **noun** a large annual consumer survey into purchasing habits and lifestyle.

**Target Group Rating**  /ˈtɑrɪtʃ ˈgrʊp ˈrɪtɪŋ/  **noun** an analysis of TGI demo-
graphic data side-by-side with BARB audience research. Abbreviation TGR
target marketing /ˈtaɪərɪt ˌmarkɪtɪŋ/ noun the process in which advertising or selling is aimed at a particular group of consumers who all have similar characteristics.
task culture /ˈteɪsk ˌkʌltʃə/ noun an organisational structure in a business that is based around the particular skills and expertise of each employee. Compare person culture, power culture, role culture
task method /ˈteɪsk ˌmɛθəd/ noun the way of calculating an advertising budget by basing it on the actual amount needed to achieve the objectives.
Tass /teɪs/ noun the official news agency of the former Soviet Union.
taste /teɪst/ noun the subjective judgement of individuals on such matters as dress, music, film etc.
tasting /ˈteɪstɪŋ/ noun same as copy tasting
Taylor Nelson Sofres plc /ˈteɪlə nəˈsɜrəz/ noun full form of TNS
Tbu abbreviation telephone balancing unit
t-commerce /ˌtɛkəmərˈkiːʃən/ a business conducted by means of interactive television.
team approach /ˈtiːm prəˈrɑʊtʃ/ noun a method of measuring the effectiveness of an advertising campaign when the evaluators are actually involved in the campaign.
tear sheet /ˈtɛrʃiːt/ noun a single page taken from a magazine or other periodical, often used to prove to an advertiser that an advertisement has been published.
tease /ˈteɪz/ noun a short advertisement for something coming up later on in the programme or item, for example a news story.
teaser /ˈteɪzər/ noun 1. a preview intended to interest the audience in a forthcoming broadcast or publication. 2. an advertisement that gives a little information about a product in order to attract customers by making them curious to know more.
teasers /ˈteɪzərz/ plural noun same as cover lines.
technical director /ˌteknɪkəl ˈdɪkətər/ noun the member of a film or television production team who has responsibility for overseeing technical operations, maintenance of camera equipment etc.
Technicolor /ˌteknɪkəl ˈɒlər/ a trade name for a method of colour film production developed in the 1930s, in which three different pieces of film are developed for each primary colour and then layered together.
techno /ˈteknəʊ/ noun electronic dance music characterised by its quick tempo and use of digitally synthesised instruments.
technological determinism /ˌteknələdʒɪstɪk(ə)m/ noun the idea that all technology that can be feasibly produced is desirable and is likely to be developed and become available.
technophobia /ˌteknəˈfəʊbiə/ noun fear of technology or machines.
‘...it is not all IT’s fault. Users who wear their technophobia as a badge of honour similarly need to be smoked out. Users do not need to become technology experts at the bits and bytes level, but they do need to understand how IT can be used to deliver business value...' [Ade McCormick, The Financial Times]
tech review /ˈtektʃərvju/ noun the process of checking that a finished filmed piece is of a suitable technical standard, that the levels are correct and it is correctly marked with the timecode and ident clock.
tech run /ˈtektʃərən/ noun a rehearsal in which the lighting, camera angles, sound etc. for a television broadcast are practised.
tec. op. noun a person who does technical work outside the studio, for example on an outside broadcast.
telco /ˈtekləʊ/ noun a telecommunications company.
telecamera /ˌtekləˈkæmərə/ noun a television camera.
telecast /ˈtekləʊkɑːst/ noun a television broadcast 1 verb to broadcast a programme on television.
telecommunication /ˌtekləˌkɒmjuːnɪkæʃən/ noun the transmission of encoded sound, pictures or data over significant distances, using radio signals or electrical or optical lines.
telecommunications /ˈtelɪkəmənɪzəm/ noun the science and technology of transmitting information electronically by wires or radio signals with encoding and decoding equipment

teleconferencing /ˈtelɪkənɔːfərəns/ noun a system of video conferencing that uses a restricted band of frequencies and allows participants to be connected by telephone lines

teledemocracy /ˈtelɪdʒɪməkrəsi/ noun the idea that democracy is served by telecommunications systems, because these help to disseminate information to everybody so that they can make free choices

telefilm /ˈtelɪfɪlm/ noun a film made for television

telegenic /ˈtelɪdʒɪnɪk/ adjective appearing attractive on television, a quality prized by politicians as it helps to hold an audience

"[Matt] Skinner sets off for America today on a book tour with [Jamie] Oliver. They make a veritable dream team: telegenic, articulate and youthfully evangelical as they broadcast their epicurean message to the masses." [Judith Woods, The Daily Telegraph]

telegraph /ˈtelɪgræf/ noun same as telegram

verb to send a message to somebody by telegraph

telegraphic /ˈtelɪgræfɪk/ adjective relating to telegraphy or telegrams

telegraphy /ˈtelɪgrɑːfri/ noun a method of long-distance communication by coded electrical impulses transmitted through wires

teleimmersion /ˈtelɪiˌmɜːʃən/ noun a teleconferencing technology that uses banks of video cameras linked to computers to allow users in remote locations to communicate as if they were in the same room

telematics /ˈtelɪmætɪks/ noun the technology that allows computer data to be sent from one terminal to another via a telephone line

telemeter /ˈtelɪmɪtər/ verb to collect and transmit data about a remote object, especially using a satellite

telenovela /ˈtelɛnəvələ/ noun a melodramatic type of soap opera popular in South America, usually made in Portuguese or Spanish

telephone /ˈtelɪfaʊn/ noun 1. an electronic apparatus containing a receiver and transmitter that is connected to a telecommunications system, enabling the user to speak to and hear others with similar equipment 2. a system of communication using telephones verb to contact and speak to somebody using the telephone

telephone balancing unit /ˈtelɪfəʊn ˈbælənsɪŋ juːnɪt/ noun a device used to balance the level of a broadcast telephone call with the standard level of the output. Abbreviation tbu

telephoto /ˈtelɪfəʊtəʊ/ adjective producing a large image of a distant object

noun a photograph taken using a telephoto lens

telephotography /ˈtelɪfəʊtəˈɡrɑːfi/ noun the photographing of distant objects with the use of special lenses or electronic equipment

telephoto lens /ˈtelɪfəʊtəʊ ˈlɛnz/ noun a camera lens with a narrow field of view, capable of sharply focusing on objects a long way away

teleplay /ˈtelɪpleɪ/ noun a treatment or script for a play written for presentation on television

teleprinter /ˈtelɪprɪntə/ noun a piece of equipment for telegraphic communication that uses a device like a typewriter for data input and output

teleprompt /ˈtelɪprɒmpt/ noun same as Autocue

TelePrompTer /ˈtelɪprɒmptər/ noun a US trade name for a device showing text for somebody speaking on television to read

telerecording /ˈtelɪrɪkərɪndɪŋ/ noun the process of recording television or computer screens on film by adjusting the flicker rate of the film camera so that there is no distortion

telescoping /ˈtelɪskɑːpɪŋ/ noun the process that occurs when a respondent exaggerates what they remember seeing

teletext /ˈtelɪtekst/ noun a system of broadcasting news and other information in written form that can be viewed on specially equipped television sets

teletheatre /ˈtelɪθɪətər/ noun a viewing area where horse races are broadcast live
on video screens, for example in a betting shop
teleton /tɛlɪˈθɒn/ noun a lengthy television broadcast that combines entertainment with appeals to donate to a charity
teletranscription /ˌtelɪtræns ˈkrɪpʃən/ noun the transcription of a television programme using videotape
televise /tɛlɪvɪs/ verb to broadcast something on television
television /ˌtelɪˈvɪʒən/ noun 1. an electronic device for receiving and reproducing the images and sounds of a combined audio and video signal. Also called television set, tv, telly 2. a system of capturing images and sounds, broadcasting them via a combined electronic audio and video signal, and reproducing them to be viewed and listened to. Also called tv 3. the image, sound or content of a combined audio and video broadcast 4. the industry concerned with making and broadcasting programmes combining images and sounds
television audience measurement /ˌtelɪˈvɪʒən ˈɔːdɪdʒənz,ˌmeʒəmənt/ noun 1. audience measurement
television consumer audit /ˌtelɪˈvɪʒən ˈkɒnˌsɜːrə(ɹ)n/ audit/ noun a survey carried out on a sample of television viewers about their viewing habits and impressions
television network /ˌtelɪˈvɪʒən ˈnetwərk/ noun a system of linked television stations covering the whole country
television ratings /ˌtelɪˈvɪʒən,ˈretɪŋz/ plural noun statistics showing the size and type of television audiences at different times of day for various channels and programmes. Abbreviation TVR
Television Receive Only /ˌtelɪˈvɪʒən ˈriːˌsɪvr ˈɔːnɪl/ noun full form of TVRO
television receiver/monitor /ˌtelɪˈvɪʒən ˈriːˌsɪvr ˈmenɪtər/ noun a device able to receive or relay television pictures and sound

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television tube /ˌtelɪˈvɪʒən ˈtjuːb/ noun a cathode ray tube used to reproduce television images

teleworker /ˌtelɪwɜːkər/ noun an employee that works from home, using communication systems such as e-mail to stay in touch with co-workers
telex /ˈtelɪks/ noun a communications system using teleprinters that communicate via telephone lines
telly /ˈtɛli/ noun same as television (informal)
Telstar /ˈtelstɑːr/ noun a low-orbiting satellite used by the BBC and other broadcasters
temporary studio /ˈtempərəri ˈstjuːdiəʊ/ noun a compromise between a permanent studio and an outside broadcast with movable equipment, usually built in advance for some large event
tentpole movie /ˈtɛntpɔʊl_ˌmuːvi/ noun a film that ‘supports’ the other films on a studio’s slate financially and will be an almost guaranteed success

terminal poster /ˈtɜːrnəl ˈpəʊstə/ noun an advertising display in stations or airline terminals etc.
terms of trade /ˈtɜːrmz ɔv ˈtrend/ noun the rate of exchange for goods or services being imported and exported between two countries
ternion /ˌtɜːrniən/ noun a set of three sheets of paper folded once to make 12 pages
terrestrial /tɜːˈrɪstrɪəl/ adjective not broadcast using satellite but by land-based transmitters
territorialisation /ˌterɪˈtɔːriəlɪəziən/ noun the tendency of humans to divide the world up into ever smaller territories and groups, to which an individual either belongs or is excluded from territoriality /ˌterɪˈtɔːriəlɪti/ noun the desire to establish and guard personal space, a factor in creating spatial zones
territory /ˈterɪtɔrɪ/ noun 1. the geographical area for which rights are bought (not necessarily a country) 2. a field of knowledge, investigation or experience
terrorism /ˌtɛrərɪzəm/ noun the threatening of or carrying out of major destructive incidents, usually involving human casualties, as a means of attracting publicity for a cause
tertiary text /ˈtɛriəri tekst/ noun in textual theory, the media text after reception by an audience as it is analysed and different readings discussed. Compare primary text, secondary text

test card /ˈtest kɑrd/ noun a geometric pattern with areas of different colours, transmitted by a television broadcasting organisation to help viewers to tune in their television sets for optimum reception

testimonials advertising /ˈtestɪmoniəl, ˌdɛkwatɪzɪŋ/ noun advertising that uses statements from famous or qualified people, or from satisfied customers, to endorse a product

test impression /ˈtest ɪmpɹɛʃ(ə)n/ noun a print of a work made to see how the final printed version will appear

test marketing /ˈtest ˌmɑrkɪtnɪŋ/ noun the use of a sample of a larger market to try out a marketing strategy or product

test pattern /ˈtest ˈpæt(ə)n/ noun a pattern of colours, shapes etc. that is used in setting up and calibrating video equipment

test-screening /ˈtest skrɪnɪŋ/ noun a screening of a provisional version of a film to test audience reaction

‘Sutherland said that it was decided that US audiences needed a “sweeter film”. The romantic ending was chosen for release after a test screening in a US cinema. Audiences reportedly “swooned” as Elizabeth and Darcy kissed on a terrace, as he cooed: “Mrs Darcy… Mrs Darcy.”’ [Hugh Davies, The Daily Telegraph]

tête-à-tête /tɛt əˈtɛt/ adjective of a conversation, private and between two people only

text /tekst/ noun 1. a style of type that is suitable for printing running text 2. the main body of a book or other printed material, as distinct from the introduction, index, illustrations and headings 3. same as text message 4. verb to send a text message to somebody

text box /tekst bɒks/ noun a box within a computer dialog box in which characters such as text, dates or numbers can be typed and edited

text chat /tekst tʃæt/ noun a real-time communication between Internet users in which messages are typed via a keyboard

text edition /ˈtekst ɪˈdɪʃ(ə)n/ noun the printed version of something that is published in some other form such as a CD-ROM or on the Internet

text message /ˈtekst ˌmesɪdʒ/ noun a short message written and sent from one mobile phone to another. Also called SMS

textuality /tekstjuəˈlɪtɪ/ noun in aesthetic theory, the ‘essence’ of a text, that which makes it a text and reveals knowledge about it

textual theory /tekst juəˈθɪəri/ noun the study of the construction of literature and related topics such as editing strategies, structures, symbolism, etc

TGI abbreviation Target Group Index
TGR abbreviation Target Group Rating

theatre /ˈθeɪtər/ noun 1. a building, room or other setting where plays are put on for an audience 2. the industry of preparing for and putting on plays

The Future of the BBC: Serving the Nation, Competing Worldwide

noun a government white paper that reviewed the status of the BBC as the UK’s major public service broadcaster.

The Financial Times
[Alan Cane, The Financial Times]

thirty-twomo /ˈθɜːtwəʊ/ noun a size of book page traditionally created by
folding a single sheet of standard-sized printing paper 5 times, giving 32 leaves or 64 pages

three-colour /ˈθriː kʌlə/ adjective using, produced by or relating to a colour printing process in which the print is produced by superimposing separate plates for the colours yellow, magenta and cyan

3D /ˈθriː diː/ abbreviation three-dimensional

3D gaming /ˈθriː diː ˈɡeɪmɪŋ/ noun computer games that create the illusion of a three-dimensional universe in which a character can move around

three-dimensional /ˈθriː dɪˈmɛnʃənl/ adjective possessing or appearing to possess the dimensions of height, width and depth. Abbreviation 3D

3G /ˈθriː dzɪː/ abbreviation third-generation

three-quarter binding /ˈθriː kwɔrtər bİndɪŋ/ noun bookbinding in which the spine and most of the sides of a book are covered in the same material

throat microphone /θrɔʊtθˈmɪkroʊfɪn/ noun a microphone that is placed in contact with a person’s throat to pick up the vibrations produced by speech through-the-lens /θruː dəˈlenz/ adjective as a scene would appear through a camera lens, with the framing. Abbreviation TTL

throw /θrəʊ/ verb to hand over to another presenter

throwaway /ˈθrəʊə,θrɛw/ noun an advertising leaflet or handbill that is discarded after being read

thumb /θʌm/ verb to glance through the pages of a book or magazine

thumb index /ˈθʌm ɪndeks/ noun a series of labelled indentations cut into the pages of a book down the edge opposite the binding to allow a particular section to be located quickly

ticker /ˈtɪkər/ noun a service from news agencies in which a toolbar-sized scrolling band on a computer screen delivers constantly-updated headlines

tie line /ˈtɪə lайн/ noun the cables etc. which physical connect a recording studio to the gallery

tilt /tɪlt/ verb 1. to move a camera up or down vertically from a fixed point 2. to turn a camera smoothly and slowly on its axis in a vertical direction (from up to down, or vice versa). Compare pan

time buyer /ˈtaɪm ˈbeɪər/ noun a person who buys advertising time on radio or television

timecode /ˈtaɪm ˈkəʊd/ noun 1. a system in which each piece of film is digitally identified, frame by frame, using criteria such as time and frame number 2. an electronic signal that is added to a piece of video to identify it, consisting of tape number, minutes, seconds, frames since the start of filming

time exposure /ˈtaɪm ɪk,sprəʊz/ noun 1. the exposure of photographic film for an unusually long time to achieve a desired effect 2. a photograph taken by time exposure

time-lapse photography /ˈtaɪm ˈleɪps ˈfəʊtəˈgræfɪ/ noun a method of filming a slow process such as the opening of a flower by taking a series of single exposures, then showing them at higher speed to simulate continuous action

timelength /ˈtaɪmliŋkθ/ noun the length of a cinema, television or radio advertisement

time segment /ˈtaɪm ˌsegmənt/ noun a period set aside for advertisements on television

time-shift viewing /ˈtaɪm ʃɪft ˈvjuːɪŋ/ noun the act of watching recorded television programmes on video up to 7 days after they were originally shown

Tin Pan Alley /ˈtɪn ˈpæn ˈeɪli/ noun 1. a city district in which the business of composing and publishing popular music is carried on. 2. popular music composers and publishers considered collectively

COMMENT: The phrase comes from a street in New York (West 28th) formerly known as Tin Pan Alley in which many musicians and composers set up home in the late 19th and early 10th century. The name evokes the sound that could be heard when walking past, of different music playing from every house creating a cacophonous noise like pans clattering together.

tint /ˈtɪnt/ noun a pale colour printed as a background onto which another colour is printed
tip-off 238

**tip-off** /ˈtip əf/ noun information given to a journalist to follow up

'Zardad was traced to south London after the BBC's John Simpson received a tip-off in Afghanistan that he was living in Britain.' [Sandra Laville, *The Guardian*]

tip sheet /ˈtip ʃɛt/ noun a newspaper that gives information about shares which should be bought or sold

title /ˈtaɪt(ə)l/ noun 1. a name that identifies a book, film, play, painting, musical composition or other literary or artistic work 2. a descriptive heading for something such as a book chapter, a magazine article or a speech 3. a work published or recorded by a company

title role /ˈtaɪt(ə)l rəʊl/ noun the role of the character in a play or film whose name appears in the work’s title

title sequence /ˈtaɪt(ə)l ˈsɪkwəns/ noun the series of pictures, on-screen graphics, credits and music that are shown as the introduction to a television programme

title sequence designer /ˈtaɪt(ə)l ˈsɪkwəns dəˈzɪənər/ noun in television production, the person responsible for designing and editing the title sequence

title track /ˈtaɪt(ə)l træk/ noun the song or piece of music whose name is used as the title of a particular recording

**Tivo** /ˈtɪvəʊ/ noun a digital box attached to a television, that automatically records programmes based on the viewer’s personal taste and also allows programmes being watched ‘live’ to be paused, rewound etc.

**TNC** abbreviation *transnational corporation*

**TNS** noun a market research company that carries out audience measurement surveys. Full form *Taylor Nelson Sofres plc*

tonality /ˈtəʊnələti/ noun the scheme connecting the colour tones in a work of art such as a painting

tone /ˈtaʊn/ noun 1. the impression given by a text or media product of its creator’s attitude, for example serious, humorous etc. 2. the quality of a sound that makes it distinctive, for example in a voice or musical instrument 3. a signal sent before an audio feed for technicians so that they can set levels

tone arm /ˈtəʊn ərəm/ noun a record player’s arm with a stylus on its end

tone control /ˈtəʊn kənˌtrəʊl/ noun a control on a radio, record player or other piece of audio equipment that adjusts the tone of the sound reproduction, accentuating the higher or lower sound frequencies

toner /ˈtəʊnər/ noun 1. a chemical solution used in photograph development 2. ink in powder or liquid form for a copier or computer printer

toon /ˈtuːn/ noun 1. a character in a cartoon 2. same as *cartoon*

top /ˈtɒp/ noun an article at the top of a page

**Top 10** /ˈtɒp ˈtiːntı̆/ noun a list of the ten best-selling pop records in the previous week

**Top 40** /ˈtɒp ˈtɔːntı̆/ noun a list of the 40 best-selling pop records in the previous week, usually announced on the radio on a Sunday

top and tail /ˈtɒp ən ˈteɪl/ noun 1. to edit a piece of audio cleanly at the beginning and end 2. same as *sandwich*

top shelf /ˈtɒp ˈʃelf/ adjective referring to pornographic magazines that are very sexually explicit and are therefore displayed on the top shelf in a shop, out of direct view

top shot /ˈtɒp ʃɒt/ noun a camera shot of an incident or event, taken from a crane or something such as a helicopter or balloon

tormentor /ˈtɔrnəntər/ noun a panel of sound-absorbent material used to eliminate echo on a film set

**Toronto International Film Festival** /ˈtɔrənoʊ ɪntərˈnɛʃənəl ˈfɪlm ˈfestɪval/ noun a prestigious film festival considered second only to Cannes in terms of importance. It is held annually in September and is often used as an opportunity to create publicity for the Oscars.

total audience package /ˈtɔt(ə)l əˈʃuːdʒən ˈpækɪdʒ/ noun a media owner’s arrangement or scheduling of advertisements across time segments on television and radio, so as to reach the widest range of viewers or listeners
a television arm that produces the hit possible under the Disney label. It also has slightly more adult content films than is the Disney Company, created to handle track 4.

painting or photograph of an urban scene

story', a human interest piece

touch /tʊʃ/ noun an element of non-verbal communication, transmitting messages of comfort, solidarity, sexual interest etc.
touchdown /ˈtʌtkɒʊnd/ adjective offering computer and telephone connections and Internet access to visitors and business travellers
touchscreen /ˈtʌtskriːn/ adjective referring to a kiosk or public access computer that has a screen that responds to touch (either pressure or heat) so that it can be operated without a keyboard or mouse.

Touchstone /ˈtʌstʃtɔːm/ noun a major film studio, a subsidiary of the Walt Disney Company, created to handle slightly more adult content films than is possible under the Disney label. It also has a television arm that produces the hit series Lost and Desperate Housewives.
town meeting /ˈtaʊn ˈmiːtɪŋ/ noun a television programme centring on an issue of national interest, in which people from a town or region ask questions of debaters or speakers
townscape /ˈtaʊnskeɪp/ noun a painting or photograph of an urban scene

track /træk/ noun 1. a physical movement by a camera (on its guiding rails or movable mounting), following action or movement in the scene 2. a guiding rail along which a camera moves when taking a tracking shot. The rail allows a smooth, gliding movement. 3. same as soundtrack 4. a component of the finished soundtrack, prepared in the editing suite and layered together with others, for example the dialogue track and the music track

tracking /ˈtræktɪŋ/ noun a function on a video player that adjusts the quality of the picture

tracking shot /ˈtrækɪŋ ʃɒt/ noun a camera shot filmed from a moving dolly, following the movement of somebody or something

track laying /ˈtræk ˈleɪɪŋ/ noun the process of layering tracks together to produce a complete soundtrack

tract /trækt/ noun a pamphlet that sets out a position or an analysis, especially one dealing with a political or religious issue

trade /tred/ noun a publication meant for people in a specific line of business

trade advertising /ˈtrɛd əˌdɛvətərətiŋ/ noun advertising to trade customers and not to the general public

trade journal /ˈtrɛd ˌdʒɔːrn(ə)l/ noun a periodical devoted to news and features relating to a specific trade or profession

traditional transmission /trəˈdɪʃənl ˈtrænzənmɪʃən/ noun the way a language is passed from one generation to the next through immersion and formal teaching

traffic /ˈtræfɪk/ noun 1. the number of visitors to a website 2. a department at a radio station that decides where commercials should be placed

‘Once material [content] on the web becomes paid for, a number of things happen. First, your traffic drops dramatically, so if you do have advertising its value will fall. Second, you stop being something stumbled on and layered together with others, for example the dialogue track and the music track

traffic data /ˈtræfɪk ˌdɛtərɪə/ noun statistical information about messages sent and received on a network without reference to their content

tragedy /ˈtrædʒi/ noun 1. an event in life that evokes feelings of sorrow or grief 2. a serious play with a tragic theme, often involving a heroic struggle and the downfall of the main character 3. a literary work that deals with a tragic theme 4. the genre of plays or other literary works that deal with tragic themes

tragically /ˈtrædʒɪkli/ adverb

tragically /ˈtrædʒɪkli/ adverb

tragicomedy /ˈtrædʒɪkəmɪˈdɛri/ noun 1. tragicomic plays or literary works considered as a genre 2. an event or situation that has both tragic and comical aspects

trail /treɪl/ noun same as promo
transgression /træn′zɡrɛʃən/ noun in the theories of structuralism and discourse, the process of transferring a message from one semiotic system (language) to another

translator /træn′zleɪtər/ noun a radio transmitter that receives a signal on one frequency and retransmits it on another

transmission /træn′zɪʃən/ noun 1. a radio or television broadcast. Abbreviation TX 2. something transmitted, for example a radio signal 3. the act or process of transmitting something, especially radio signals, radio or television broadcasts or data

transmission area /træn′zɪʃən ər′eɪə/ noun same as total service area

transmission form /træn′zɪʃən fɔrm/ noun one of the four forms that must be submitted when delivering a programme to the BBC, giving information to the presentation department, e.g. billing form, music reporting form, Programme as Completed form

transmission medium /træn′zɪʃən ˈmiːdɪəm/ noun a means by which data can be transmitted, for example radio or light

transmitter /træn′zɪtər/ noun 1. a piece of broadcasting equipment that generates a radio-frequency wave, modulates it so that it carries a meaningful signal and sends it out from an antenna 2. in a piece of communication, the person who is receiving the transmitted message

transnational corporation /træn′zɪn′kərəpˈʃən/ noun a giant corporation that produces and distributes products in more than one country, such as Coca Cola, Microsoft, HSBC, Sony etc.

transparency /træn′sɪprənsi/ noun the way in which the structure of a media text should be invisible to the casual reader

transponder /træn′spɔndər/ noun 1. a receiving and transmitting device in a communication or broadcast satellite that relays the signals it receives back to Earth 2. a channel system on a satellite that allows it to send and receive many different signals simultaneously
### Transport Advertising

Transport advertising /trænsˈpɔːr.tɪŋ/ noun advertising appearing on or in forms of transport such as buses or trains.

### Transpose

Transpose /trənzˈpoʊz/ verb to make two things change places or reverse their usual order, for example two letters in a word.

### Transposition

Transposition /trənzˈpoʊzɪʃ(ə)n/ noun a reversal or alteration of the positions or order in which things stand.

### Travel

Travel /træv(ə)l/ verb to scan an object or scene in the process of observing or filming it.

### Travelogue

Travelogue /trævəˈlɒg/ noun a film, video or piece of writing about travel, especially to interesting or remote places, or about one person’s travels.

### Transposition

‘A gentle culture-clash comedy from those pre-Eurostar days when France seemed a whole exotic continent away from stuffy old England, Gordon Parry’s amiable period piece works better nowadays as a handsome travelogue of 1950s Paris than as a true snapshot of Brits abroad.’ [Stephen Dalton, The Times]

### Treatment

Treatment /trɪˈtrɛmənt/ noun a document that expands the ideas in a proposal, describing how the idea will be developed into a film or programme.

### Treble

Treble /trɛb(ə)l/ noun 1. the higher audio frequencies electronically reproduced by a radio, recording or sound system 2. a control for increasing or decreasing the high-frequency output of a radio or audio amplifier.

### Treeware

Treeware /triˈwɛə/ noun books and other material printed on paper.

### Trial by Media

Trial by media /ˈtrɪzl ˈbæt ˈmɪdɪə/ noun the idea that the media can make judgments about a person’s actions and deliver punishment in the form of shame, ridicule, loss of career and reputation etc.

### Trichromatic

Trichromatic /ˌtrɪskrəʊˈmeɪtɪk/ adjective 1. relating to, involving or using three colours 2. involving the combination of the three primary colours to produce the other colours.

### Trim

Trim /trɪm/ noun a piece of film eliminated from a shot during editing  verb to cut pieces from a film during editing.

### Trimetrogon

Trimetrogon /ˌtrɪməˈtreɪɡɒn/ noun a technique in which three aerial photographs are taken at the same time, one vertical and two at oblique angles, in order to obtain more topographical detail.

### Trips Agreement

TRIPS agreement /trɪps əˈɡrɪmənt/ noun a paper released by the WTO in 1995 covering aspects of intellectual property protection across the world, such as what should be protected, how long for, how to resolve disputes etc. Full form Agreement on Trade-Related Aspects of Intellectual Property Rights.

### Tripwire

Tripwire /trɪpˈwɛər/ noun a wire that activates a device such as a camera when it is pulled or disturbed.

### TSA

TSA abbreviation total service area

### T-square

T-square /ˈtiː ˈskweə/ noun a drawing-board ruler consisting of a rectangular handle with a straight-sided wooden or plastic blade attached to it, to form a T shape, used in animation and storyboarding.

### TTL

TTL abbreviation PHOTOGRAPHY through-the-lens

### Tube

Tube /tjuːb/ noun 1. a cathode ray tube used to reproduce television images 2. same as television.

### Tune

Tune /tjuːn/ verb to adjust a radio or television to receive a signal, programme or channel.

### Trimming

Trimming /trɪmɪŋ/ noun 1. a reversal or alteration of the positions or order in which things stand.

### Tune Out

Tune out /tjuːn ˈaʊt/ verb to adjust a radio or television set to prevent the recep-
tuner 242

tuner /ˈtjʊənə/ noun a device used for accepting a desired signal from a mixture of signals, for example in a radio or television set containing one or more resonant circuits.

tunesmith /ˈtjʊzmɪθ/ noun a composer of popular songs or music (informal).

tungsten /ˈtʌŋstən/ noun the glowing metal filament used in artificial studio lighting, which has an orange tone.

tungsten lamp /ˈtʌŋstən læmp/ noun professional-grade lighting equipment with a tungsten filament, similar to a normal household lightbulb.

turn-around /ˈtɜːrnərənd/ noun a script that has been purchased but discontinued by a studio (due to, for example, lack of funds), which can be repurchased by another studio.

turnover /ˈtɜːrnəvər/ noun the number of times something is used or sold in a period, usually one year, expressed as a percentage of a total.

"...In terms of staff morale, extensive monitoring of productivity is demoralising for staff and part of the reason why burn-out and staff turnover in the UK is so high", Fleming says.

"Call centre employers need to rethink their approach to getting staff to be more productive..." [Vicky Frost, The Guardian]

turntable /ˈtɜːntərləb/ noun the flat round revolving plate on which the record rests on a record player.

turntables /ˈtɜːntərəlz/ noun a piece of equipment used by a DJ for playing and mixing music, consisting of two or more circular rotating platforms on which records are played, usually with controls to create audio effects. Also called decks.

TV /tiː/ viː/ noun same as television.

TVCR noun a television set with a built-in video recorder.

TV Licensing /tiː ˈlaisŋ/ noun the company responsible for collecting the BBC licence fee.

TV-out /tiː ˈaut/ noun a connector on a computer or graphics adapter that provides a modulated signal that can be displayed on a standard television or recorded on a video recorder.

TVRO abbreviation television ratings.

TVRO /ˈtiː ˌviː ə ˈrəʊ/ noun an aerial used for receiving television signals from a broadcasting satellite. Full form Television Receive Only.

TV spot /tiː ˈviː ˌspɒt/ noun a short period on television that is used for commercials. Same as television spot.

tweeter /ˈtwiːtər/ noun a loudspeaker used to reproduce high-frequency sounds, for example in a hi-fi system.

12 twelve /twelv/ noun in the United Kingdom, a rating given to films and videos considered unsuitable for children under the age of twelve.

12A /ˈtwelv ˈeɪ/ noun in the United Kingdom, a rating given to films and videos which children under the age of twelve may only watch in the cinema if accompanied by an adult.

twelve-inch /ˈtwelv ɪntʃ/ noun a record that is 30.5 cm/12 in in diameter and played at 45rpm, usually containing a single, often extended track.

twelvemo /ˈtwelvɪməʊ/ noun PRINTING same as duodecimo.

25% production quota /ˈtwentɪ fɔr ˈpiːtʃər ˌkwɔːtər/ noun in British broadcasting, the requirement that 25% of programmes should be commissioned from independent programme makers.

24/96 /ˈtwentɪ ˈfɔːtɪ ˈkeɪtʃi/ noun a popular standard for high-performance digital audio equipment that provides 24-bit samples and a sample rate of 96KHz.

20th Century Fox /ˈtwentiθ sɪkstrɪ/ noun a major film studio formed in 1935 by the merger of two smaller studios, Fox Film Corporation and Twentieth Century Pictures, based in California and responsible for many big-budget blockbusters including the Star Wars series of films. It also has a television syndication arm, 20th Century Fox Television.

twin bill /ˈtwɪn bɪl/ noun CINEMA same as double feature.

twin-lens reflex /ˈtwɪn lɛns ˈrɪflɛks/ noun a camera that has two forward-facing lenses, one for focusing through and one for taking pictures.
two-shot /ˈʃɒt/ noun a camera shot with two people in a single frame
two-step flow model /ˈtuː ˈstept ˈflaʊ/ noun a model of mass media influence as being shaped and modified by interactions with social groups, particularly with opinion leaders
two-way /ˈtuː ˈwɛɪ/ noun same as Q and A
TX abbreviation transmission
tympan /ˈtalkpən/ noun a piece of padding that fits between the impression cylinder of a printing press and the paper to be printed, ensuring an even image
typ. abbreviation PRINTING 1. typographical 2. typography
type /taɪp/ noun 1. printed words, letters or symbols as they appear on a page 2. an individual piece of type bearing a single character 3. the set of small metal blocks used in printing, especially formerly, each of which has a raised figure that is the mirror image of a number or letter on one of its sides
typeface /taɪpˈfəs/ noun a set of text characters, numbers and punctuation marks in a consistent design. Also called type style
type founder /ˈtaɪp ˈfaʊndər/ noun a manufacturer of metal printing type
type-high /ˈtaɪp haɪ/ adjective as high as the standard height of a block of printer’s type, 23.3 mm/0.9186 in
typeset /ˈtaɪpset/ verb to prepare text for printing, either by the use of computers or by arranging blocks of type manually
typesetter /ˈtaɪpsetə/ noun a mechanical or electronic device that prepares text for printing
typesetting /ˈtaɪpsetɪŋ/ noun the process of arranging text on a page, now almost always done using computer software
type style /ˈtaɪp stil/ noun same as typeface
typewriter /ˈtaɪprɪtər/ noun an electrical or mechanical device with keys that are pressed to print letters or other characters one by one on a sheet of paper inserted into the machine
typo /ˈtaɪpəʊ/ noun a typographical error
typo. abbreviation PRINTING 1. typographical 2. typography
typographical /ˌtaɪpəˈɡræfɪkl(ə)l/ adjective to do with the appearance of printed characters on the page. Abbreviation typ., typo.
typography /ˌtaɪpəˈɡræfɪ/ noun the appearance of printed characters on the page. Abbreviation typ., typo.
U noun in the UK, a film classification for films that can be seen by everybody, regardless of age

u.c. abbreviation PRINTING uppercase

Ullswater Committee Report on Broadcasting 1936 /ˈɔləswɔːtə/ noun a report on the performance of the BBC after its first term of office, which largely praised its programming, but suggested that a greater range of political viewpoints could be broadcast and power decentralised

Ultimate /ˈʌltɪmeɪt/ a trade name for a system for producing chromakey effects

Ultimedia /ˈʌltɪmɪdɪə/ a trade name for a multimedia concept developed by IBM that combines sound, video, images and text, and defines the hardware required to run it

U-Matic /ˈjuːmætɪk/ noun an old video cassette format using 3/4 inch tape

umbrella advertising /ˈʌmbreləˌædˈvɜːtɪzn/ noun the advertising of an organisation or an association of companies rather than a single product

UMTS /ˈjuːmɪtʃəˌɛs/ noun a third-generation mobile communication system that supports voice data and video signals to the handset. Full form universal mobile telecommunications system

unaided recall /ˈʌnədˌɛrd ˈrɪkəl/ noun same as unprompted recall (a)

unaired /ˈʌnərd/ adjective not broadcast on radio or television

uncensored /ˈʌnsɛnsəd/ adjective published, reported or broadcast without being subject to censorship

uncial /ˈʌŋkiəl/ noun a letter of the kind used in Greek and Latin manuscripts written between the 3rd and 9th centuries that resembles a modern capital letter but is more rounded

unconscious /ˈʌnˈkɒnsəs/ noun in psychoanalysis, the workings of the mind that we are unaware of but which reveal themselves through dreams, actions etc.

uncut /ˈʌŋkʌt/ adjective with the edges of the pages not yet trimmed to separate them

under claim /ˈʌndərklɛm/ verb in a survey, to deny that you have had exposure to media vehicles for advertising when you have. Compare overclaim

underdeveloped /ˌʌndərˈdɛvəlptd/ adjective referring to a photograph, negative or film that was inadequately developed during processing, usually through being taken out of the developer too soon, and lacks contrast as a result

underexpose /ˌʌndərɪkˈspaʊs/ verb to expose photographic film to light for too short a time, or expose it to inadequate light

underground /ˌʌndərˈɡraʊnd/ noun a movement or group that is separate from the prevailing social or artistic environment and often exerts a subversive influence on or against the prevailing social or artistic environment, and often exercising a subversive influence

underground press /ˌʌndərˈɡraʊnd ˈpreʃ/ noun newspapers that are anti-establishment and likely to attract censorship

underlay /ˌʌndərlə/ noun same as live voiceover

underline /ˌʌndərləm/ noun a line underneath a headline or crosshead

underplay /ˌʌndərˈpleɪ/ verb to act a role in a deliberately restrained or subtle way
undeveloped /ˌʌndəˈveləpt/ adjective referring to film which has not yet chemically treated to produce a negative or print.

unexpoused /ˌʌnɪrkˈspouzd/ adjective referring to a film that has not been exposed to light.

unexpurgated /ˌʌnˈɛksprəɡtɪd/ adjective not edited to remove words or passages considered offensive or unsuitable.

‘Nor has she [Sharon Osborne] refrained from telling the unexpurgated story of her life. Those years of betrayal in her marriage, tormented relationships with her parents and battle against cancer have been documented in her balsely autobiography My Life Of Extremes.’ [Sue Carroll, The Mirror]

Uniform /ˈjuːnɪfɔrm/ noun an internationally recognised code word for the letter U, used in radio communications.

unilateral /ˌjuːnɪˈlɪətəl/ noun a war correspondent who chooses to work independently rather than being attached officially to a military unit.

uninterruptible power supply /ˌʌnɪntrəˈpɜːpplˈsaɪ pliˈen/ noun a safety system of supplying power to equipment, which has a back-up source if the main source should fail. Abbreviation UPS

unipod /ˌjuːnɪˈpɔd/ noun a one-legged stand, for example for a camera.

unique selling point /juːˈniːk ˈsɛllɪŋ pɔɪnt/ noun.

unique selling proposition /juːˈniːk ˈspɒlɪŋ ˈprɒpəzən/ noun a special quality of a product that makes it different from other goods and is used as a key theme in advertising. Abbreviation USP

United Press International /juːˈnɔːtɪrd ˈprɛsˌɪntəˌnɛʃənəl/ noun an international news agency set up in 1907, which delivers content in English, Spanish and Arabic. Abbreviation UPI

universality /juːˈnɪvərˈsælɪtɪ/ noun the theory that some services such as healthcare and access to information should be freely available to everyone.

universal remote control /juːnɪˈvɜːsəl rɪˈmɔt kənˈtrɔl/ noun a remote control that works with any television set.

universal service /juːnɪˈvɜːsəl səvərɪs/ noun a broadcasting service that is available to everybody at the same price.

Universal Studios /juːnɪˈvɜːsəl ˈstjuːdiəs/ noun a major film studio and television production company based in Hollywood and formed in 1912. Although not as prolific as other studios it has produced such popular films as Spartacus (1960), E. T. the Extra-Terrestrial (1982) and the Back to the Future trilogy (from 1985).

universe /juːnɪˈvɜːs/ noun the total number of people / homes / television-owning homes etc. in the UK, taken for statistical purposes.

Univision /juːniˈvɪʒən/ noun a Spanish language television network that broadcasts in the US.

Unix /juːˈnɪks/ a trade name for a family of operating systems, commonly used for business servers and desktop computers in more technical professions.

unjustified /ʌnˈdʒʌstɪfɪd/ adjective referring to text that is not arranged evenly in such a way that the ends of the lines on a page form a straight vertical line parallel to the margin.

unlead /ˈʌnlɛd/ verb in traditional hot-metal printing, to take out the leading or leads separating lines of type.

unleaded /ˌʌnliˈɛd/ adjective referring to lines of type that are not separated by leads.

unload /ˈʌnləʊd/ verb to remove a roll of film from a camera.

unmetered /ʌnˈmiːtəd/ adjective referring to an Internet service that is available at a flat rate, typically by the month, rather than by connection time.

unmotivated /ʌnməˈtɪvɪtɪd/ adjective referring to a camera shot that moves without being prompted by the action on screen, for example panning across the scene. Compare motivated.

unposed /ˌʌnˈpəʊzd/ adjective referring to a camera shot with subjects who have not been arranged in a special position or who are not adopting a special pose or facial expression.
unprinted /ʌnˈprɪntɪd/ adjective not printed or published
unprompted recall /ʌnˌprɒmptɪd ˈreɪkəl/ unprompted awareness test /ʌnˌprɒmptɪd əˈwɛərəsɪs test/ noun an advertising research test to see how well a respondent can remember an advertisement when he or she is given no help in remembering it. Compare aided recall. Also called unaided recall
unsubscribe /ənˈsʌbskrɪb/ verb to end a subscription to or registration with something, especially an e-mail mailing list
UPI abbreviation United Press International
uplink /ˈʌplɪŋk/ noun the transmission of data upwards to a satellite, from where it will be beamed back down to receivers. Compare downlink
uppercase /ˈʌpsoʊk/ adjective relating to or written or printed in capital letters. Abbreviation u.c. ■ verb to write, type, typeset or print something in capital letters ■ noun capital letters used in writing, typing, typesetting or printing. Abbreviation u.c.
UPS abbreviation uninterruptible power supply
urban blues /ˈərbaʊn ˈbluːz/ noun a type of blues music that has a stronger beat than country blues, often played with electric instruments and featuring songs about life in the city
urban legend /ˈərbaʊn ˈledʒənd/ noun a popular myth that is quickly spread, especially via the Internet, and is widely believed to be true
urban music /ˈərbaʊn ˈmʌzɪk/ noun a genre of music covering such styles as hip-hop, drum and bass, R’n’B and garage
URL /jʊərl/ a string of characters that identify the location of a webpage or set of webpages. Full form Uniform Resource Locator
uses and gratifications theory /juːzɪz ənd ˈɡrætɪfɪʃənz ɪnˈdɔər zə/ noun the idea that audiences of mass media texts actively use these to fulfill a complex set of needs – for example to gain information, to be entertained, to discuss with others as a ‘social facilitator’, to explore the ideas and values of others
USP abbreviation unique selling point
utopia /juːˈtɒpiə/ noun a representation of a ‘perfect’ society, in which all citizens are happy and no social problems exist. Compare dystopia
COMMENT: Examples of works of literature which describe a utopian world are ‘News from Nowhere’ (William Morris, 1890) and the work which coined the term, ‘Utopia’ (Sir Thomas More, 1891).
utter /ˈʌtər/ verb to publish something, for example in a book or newspaper
utterance meaning /ˈʌtərəns ˌmiːnɪŋ/ noun the meaning of something that is said, including the words used, the speaker’s tone and posture and other contextual considerations. Compare sentence meaning
validity effect /vəˈlidəti ˈɛfekt/ noun the tendency of people to believe in the truth of a statement if it is repeated often enough, for example in the press

VALS typology /ˈvælz ˈteləz ˈpelnədʒi/ noun a classification of people according to their values and lifestyle choices, based on a research project carried out in the USA in 1980. It describes categories of people by needs, aspirations etc., and also how changing economies might affect these over time.

value /ˈvælju/ noun 1. what an item is worth, how much money it would cost if it were to be sold 2. the ‘worth’ of an idea, belief, way of behaving etc. to a person or society

valued impression per pound /ˈvæld,ɪdʒɪmpəˈʃən ˈpɜnd/ noun a method of showing how many readers are reached by advertising for a given sum of money

cell phone /ˈvæmp/ noun in the early days of Hollywood, a seductive and glamorous female film star

variety show /ˈværiəti ˈʃou/ noun a theatrical show made up of a number of short performances of different kinds, such as singing, comedy sketches, dancing and magic acts

vaudeville /ˈvɔːdəvəl/ noun 1. a type of entertainment popular in the late 19th and early 20th centuries consisting of singing, dancing and comedy acts 2. a comic play with songs and dances

video cassette /ˈvɪdɪo ˈkæst/ noun a device that allows several VCRs, videodiscs and camcorders to be attached and controlled by one unit, developed by Sony

V-chip /ˈvɪtʃip/ noun an electronic chip in a television that enables parents to block programmes with sexual or violent content

‘Watchdogs ... rejected high-technology “electronic gate-keeping devices” such as the V-chip, which block material unsuitable for some viewers. They offered an “inadequate, quick-fix solution” which could lead in future to broadcasters relaxing their standards.’

[Stuart Millar, The Guardian]

VCR abbreviation video cassette recorder

VDA abbreviation video distribution amplifier

V disk /ˈvɪdɪsk/ noun musical recordings made available at reduced cost to the British Army during the World War II as an attempt to boost morale

Venice film festival /ˈvɛnɪs ˈfɪlm fɛstvəl/ noun an international film festival held annually in Venice, Italy in late August/early September

verso /ˌvɜːrsəʊ/ noun the left-hand page of a two-page spread. Abbreviation v, vo.

Compare recto

vertical integration /ˈvɜːtrəl ɪntɪˈɡreɪʃən/ noun the acquisition of companies at all levels of production in the same market sector as each other – for example, a single company owning the newspaper offices, the printers that produce the papers and the chain of newsagents that sell them. Compare horizontal integration.

vertical interval timecode /ˈvɜːtrəl ɪntəvəl ˈtaɪmkəʊd/ noun a system of recording timecode by marking it on the vertical spaces between the frames of a film. Abbreviation VITC
very high frequency 248

very high frequency /ˌveri hæt ˈfrikwənsi/ noun the radio frequency band between 30 and 300 MHz, reserved for the transmission of television and FM radio signals

very long shot /ˌveri ‘lɔŋ ˈʃot/ noun a camera shot that shows its subject from a distance, so that it does not fill the whole frame. Abbreviation VLS

VF abbreviation TV video frequency

VGA abbreviation video graphics array

VHS /ˈvɪs ˈɛitʃ ‘ɛs/ noun a videotape for use in domestic video recorders rather than for professional recording

victim funds /ˈvɪktəm fʌndz/ plural noun money raised by the underground press to help pay governmental fines imposed on papers that could not afford to pay stamp duty

vidclip /ˈvɪdklɪp/ noun a short excerpt from a film or television production, used for news or promotion

video /ˈvɪdjoʊ/ noun 1. the visual part of a television broadcast 2. something that has been recorded on videotape, especially a feature film or a short promotional film made to accompany a newly issued pop record 3. the industry of recording and broadcasting visual information and entertainment, especially that which can be viewed on a television 4. videotape, or a video cassette

video blog /ˈvɪdjoʊ blɒg/ noun a weblog that uses video as a means of communication, for example to conduct an interview or illustrate a story

video camera /ˈvɪdjoʊ kæmə(ɹ)ə/ noun a camera that records onto videotape

video cassette /ˈvɪdjoʊ kæsɪt/ noun a flat rectangular plastic cassette containing two tape reels and a magnetic videotape

video clip /ˈvɪdjoʊ klɪp/ noun a short video sequence

video conferencing /ˈvɪdjoʊ ˈkɒnfrɛnsɪŋ/ noun the holding of meetings in which the participants are in different places but are connected by audio and video links. Also called videoconferencing

videodisc /ˈvɪdjoʊdɪsk/ noun a ready-to-play disc that can store up to two hours of video data, usually used either to store a complete film, as a rival to video cassette, or to use in an interactive system with text, video and still images

video display terminal /ˈvɪdjoʊ dɪˈsplɛt ˈtɜːzmənˌtɜːr/ video terminal /ˈvɪdjoʊ ,tɜːzmənˌtɜːr/ noun same as visual display terminal

video distribution amplifier /ˈvɪdjoʊ ˌdɪstrɪˈbjuːʃ(ə)nˌˌæmplɪˈfɪəʃ(ə)nˌˌæmplɪˈfɪəʃ(ə)n/ distribution amplifier /ˌvɪdjoʊˌˌæmplɪˈfɪəʃ(ə)n/ video editing /ˈvɪdjoʊˌˌædɪtɪŋ/ noun a method of editing a video sequence in which the video is digitised and stored in a computer

video feed /ˈvɪdjoʊ fɪd/ noun recorded video sent from one place to another where it can be used

video frequency /ˈvɪdjoʊˌˌfriːkwənsi/ noun a frequency in the range of signals used to carry the image and synchronising pulses in a television broadcasting system. Video frequencies range from the very high to the ultra high in the US and are found in two ultra high bands in Europe. Abbreviation VF

video game /ˈvɪdjoʊ ˈɡeɪm/ noun an electronic or computerized game, usually controlled by a microprocessor, played by making images move on a computer or television screen or, for hand-held games, on a liquid-crystal display

video graphics array /ˈvɪdjoʊˌˌɡrɑːfɪks əˈreɪ/ noun a standard of graphics display software developed by IBM that can support a display with a resolution up to 640 x 480 pixels in up to 256 colours, superseded by SVGA. Abbreviation VGA

video graphics card /ˈvɪdjoʊˌˌɡrɑːfɪks ˌkɑrd/ noun an expansion card that fits into an expansion slot in a PC and allows a computer to display both generated text and graphics and moving video images from an external camera or VCR

videography /ˈvɪdjoʊˌˌɡræfɪ/ noun the art or practice of using a video camera to make films or programmes
video insert /ˈvɪdiəʊ ɪnsɛrt/ noun a piece of pre-recorded footage which is cued and played at the appropriate point in a story or magazine show by the VT operator. Also called VT

video interface chip /ˈvɪdiəʊ ˈɪntəfɜːr ʃɪp/ noun a chip that controls a video display allowing information such as text or graphics stored in a computer to be displayed

video jockey /ˈvɪdiəʊ ˈdʒɔki/ noun somebody who plays videos, especially music videos, on television. Abbreviation VJ

video monitor /ˈvɪdiəʊ ˌmɔnɪtə/ noun 1. a device able to display, without sound, video signals from a computer 2. a television-like screen which only plays back a video feed, sometimes without sound

video nasty /ˈvɪdiəʊ ˈnæstɪ/ noun a film on videotape that contains explicitly violent or pornographic scenes

...there’s a great chance to judge for yourselves if the fear stories about “video nasties” have any validity. [Six famous horror movies] are all collected here and none make pleasant viewing. But are they a fascinating product of their time, or merely slices of sick self-indulgence? [Iain Miller, The Independent on Sunday]

video news release /ˈvɪdiəʊ ˈnjuːz ˈreɪls/ noun video shots released to illustrate a news story. Abbreviation VNR

video on demand /ˈvɪdiəʊ ɒn ˈdɑːmənd/ noun a pay-per-view facility in which a subscriber can order a film or programme and it will be broadcast to them at the most convenient time for them. Abbreviation VOD

videophile /ˈvɪdiəfɪl/ noun somebody who enjoys watching or making video recordings

videophone /ˈvɪdiəʊ ˈfəʊn/ noun a communications device that can transmit and receive both video and audio signals using a camera, receiver and screen

video recorder /ˈvɪdiəʊ ˈrɛkərdər/ noun a tape recorder that can record and play video cassettes through a standard television receiver

Video Recording Act 1984 /ˈvɪdiəʊ ˈrɛkərdɪŋ 1984/ noun the act of Parliament that designated a body to classify videos for home viewing according to the adult nature of their content, in the same way that films are classified

videotape /ˈvɪdiəʊteɪp/ noun magnetic tape on which pictures and sound can be recorded. Abbreviation VT

videotape recording report /ˈvɪdiəʊteɪp ˈrɛkərdɪŋ ˈrɪptərt/ noun a report that must be delivered with a recording to the BBC giving its technical details. Abbreviation VTRR

video teleconferencing /ˈvɪdiəʊ ˈtelɪˌkənˌfɛrənsɪŋ/ noun same as video conferencing

videotext /ˈvɪdiəʊtekst/ noun a communications service linked to an adapted television receiver by telephone or cable television lines to allow access to pages of information. Systems can be one-way, allowing only for the display of selected information, or on-line or interactive, allowing for two-way communication.

video vérité /ˈvɪdiəʊ ˈvɛrɪty/ noun the use in video documentaries of the realistic unrehearsed portrayal of people and situations

video wall /ˈvɪdiəʊ wɔːl/ noun a bank of monitors or video screens arranged so that several different pictures can be viewed at once (such as the feeds from separate cameras), or displaying one single large image

vidicon /ˈvɪdɪkən/ noun a light-sensitive television camera tube in which an image is stored on a photoconductive plate as an electric charge pattern that is scanned by an electron beam and transmitted

view /vju/ verb to watch a television programme

viewdata /ˈvjuːdɛtə/ noun an interactive system for transmitting text or graphics from a database to a user’s terminal by telephone lines, providing facilities for information retrieval, transactions, education, games and recreation

viewer /ˈvjuːə/ noun a person who watches television

viewfinder /ˈvjuːfɪnər/ noun a device on a camera that lets the user see what is being photographed 2. the part of a camera through which the operator can see the framing and focus which will be recorded by the lens

viewing /ˈvjuːɪŋ/ noun 1. the act of watching television programmes 2. television
viewing figures 250

sion programmes considered collectively or with respect to their nature or quality.

viewing figures /ˌvjuːɪŋ ˈfɪɡəz/ plural noun figures showing the numbers of people watching a television programme.

viewscreen /ˈvjuːskrɪn/ noun the screen on a digital camera on which the user can view the image he or she has just recorded.

vignette /ˈvɪnˌjet/ noun 1. a brief scene from a film or play. 2. a painting, drawing or photograph that has no border but is gradually faded into its background at the edges. 3. a small decorative design printed at the beginning or end of a book or chapter of a book, or in the margin of a page. ■ verb to finish a painting, drawing or photograph by gradually fading it into its background at the edges rather than giving it a border.

villain /ˈvɪlən/ noun in a narrative, the character who represents ‘bad’, whom the hero (representing ‘good’) has to defeat.

virus /ˈvɜːrəs/ noun the use of physical force to injure somebody or damage something.

violence /ˈvɪələns/ noun based on the supposed effects of violence in films and on television.

Violent and Sex Offenders Register /ˌvɪələnt ənd ˈsɛks əˈʃɛrənt ənd ˈsɛks əˈʃɛrənt/ noun a database of registered sex offenders, people who have served more than one year in prison for violent assaults and, controversially, people who have not offended but are thought likely to. The information is available only to the police and probation services. Abbreviation VISOR.

Viper /ˈvaɪpər/ noun a continuous consumer and lifestyle panel survey of 1,000 people in the highest socio-economic group, AB, run jointly by Channel 4, Classic FM and The Times Newspaper Group.

viral advertising /ˌvɜːrəl ,əˈdvərətɪzn/ noun an advertisement posted on the Internet that tries to capture people’s attention and encourage them to ‘pass it on’ (like a virus) to their friends. ‘...there’s been a boom in making ads specifically for e-mail. It’s called viral advertising... These short films are electronic word-of-mouth. Once they’re made they cost nothing to place, as media space is free. Some are sexy or violent. Others are funny, or just weird. The best virals go round the world in moments.’ [John Carver, The Independent.

viral marketing /ˌvɜːrəl ˌmɑːrkɪtɪŋ/ noun 1. the distribution over the Internet of a service that becomes so immediately desirable that it leads to an enormous growth in traffic. 2. a form of marketing in which an organisation’s customers, intentionally or not, act as advertisers for its products by spreading knowledge of them by word of mouth.

virtual /ˈvɜːrəl/ adjective representative, not the real thing.

virtual community /ˌvɜːrəl ˈkəmjuːnɪti/ noun a group of people who ‘meet’ and interact on the Internet, for example on a messageboard or discussion page.

Virtual Private Network /ˌvɜːrəl ˈprɪvət ˈnetwɜːk/ noun full form of VPN.

virtual reality /ˌvɜːrəl ˈrɛəli/ noun the use of multimedia technology for example headsets, video displays, body tracking motion sensors etc., to create the illusion of a three-dimensional alternate universe.

virtual studio /ˌvɜːrəl ˈstjuːdɪəʊ/ noun an entirely computer-generated set in which a presenter or actor is present, using a blue screen.

virus /ˈvɜːrəs/ noun a short computer program, hidden within another, that disrupts the operation of a computer that receives one. A virus may be transmitted through networks, on-line services and the Internet.

vis FX abbreviation visual effects

vision /ˈvɪz(ə)n/ noun the picture on a television screen.

vision mixer /ˈvɪz(ə)n ˌmɪksər/ noun 1. the member of a television production team who is responsible for switching between feeds and pre-recorded video sources. Also called switcher. 2. the piece of studio equipment used to switch between feeds and video sources.

vision mixing /ˌvɪz(ə)n ˌmɪksɪŋ/ noun in a live broadcast, the work of editing and
switching between the inputs from different cameras, putting captions on screen etc.

visit /ˈvɪzɪt/ verb to view a website

visitor /ˈvɪzɪtə/ noun an Internet user who views a website

VISOR /ˈvɪzər/ abbreviation Violent and Sex Offenders Register

VistaVision /ˈvɪstəˌvɪʒən/ noun the brand name for the process resulting in widescreen pictures developed by Paramount in the 1950s

visual aid /ˈvɪʒuəl əd/ noun something that is looked at as a complement to a lesson or presentation, for example a model, chart or film

visual display terminal /ˈvɪʒuəl dɪˈsplɛt, ˈtɜːrəmɪnəl, ˈvɪʒuəl dɪˈsplɛt, ˈjuːmənt/ noun a screen attached to a computer that shows the information stored in the computer

visual effects /ˈvɪʒuəl ɪˈfɛktz/ plural noun effects created in an editing suite on a piece of filmed footage, such as distorting or moving an image, superimposition etc. Abbreviation vis FX

visual effects director /ˈvɪʒuəl ɪˈfɛktz ˈdɪəˌrɛktə/ noun the member of a film or television production team who has responsibility for supervising visual effects production staff

visualiser /ˈvɪʒuəlɪzaɪzə/ noun a person who produces visual ideas for advertisements or advertising campaigns

vitaphone /ˈvɪtəfən/ noun the first film soundtrack process that made use of a synchronised audio disc, first played in 1926 to a showing of ‘Don Juan’ by the Warner Brothers studio

VITC abbreviation vertical interval
code

Vivo /ˈvɪvəʊ/ a trade name for a data format used to deliver video over the Internet

VJ abbreviation video jockey

VLS abbreviation CINEMA, TV very long shot

VNR abbreviation video news release

VO abbreviation voiceover

VO, abbreviation PRINTING verso

VOA abbreviation BROADCAST, US Voice of America

vocal cues /ˈvɔkɔl kjuːz/ plural noun aspects of speech other than the words themselves, for example tone, pitch, speed, pronunciation etc.

VOD abbreviation video on demand

voice /vɔɪs/ noun 1. the sound produced by using the vocal organs, especially the sound used in speech 2. a right to express an opinion ■ verb to provide the voiceover for a character in a cartoon or a radio or television advertisement

voicebank /ˈvaɪsbæŋk/ noun a system used for recording information that journalists can access, for example by the emergency services

voice data entry /ˈvɔɪs ˌdeɪtəˌentri/, voice data input /ˈvɔɪs ˌɪnˈpʊt/ noun the input of information into a computer using a speech recognition system and the user’s voice

voicemail /ˈvɔɪsmiːl/ noun an electronic communications system that stores digitised recordings of telephone messages for later playback

Voice of America /ˈvɔɪs əv ˈærɪmərɪkə/ noun a US government-funded international multimedia broadcasting company that provides radio, television and Internet news and cultural programming in 44 languages. Abbreviation VOA

voice output /ˈvɔɪs ˌautʊt/ noun the production of sounds that sound like human speech, made as a result of voice synthesis

voiceover /ˈvɔɪs, ˈvoʊvər/ noun 1. a voice track added to a piece of film from someone who is not seen to be speaking in the footage, such as a commentator or one of the participants speaking later. Abbreviation VO 2. the voice of, or the words spoken by, an unseen narrator, commentator or character in a film or television programme

Voice-over-Internet Protocol /ˈvoɪs, əˌɪntəˈnɛt ˌprəʊtəkəl/ noun full form of VoIP

voice piece /ˈvɔɪs ˈpiːs/ noun a scripted report of a story read by a reporter

voicer /ˈvɔɪsər/ noun a report that has a voice-over section by a different reporter from the one presenting the report

voice synthesiser /ˈvɔɪs ˈsɪnθəsɪzaɪzə/ noun a device that generates sounds that are similar to the human voice

VoIP /ˈvoʊp/ noun a technology that enables voice messages to be sent via the Internet, often simultaneously with data in
volt

/aʊlt/ noun a measure of potential electrical force. Abbreviation V

volume /ˈvɒlmjuː/ noun 1. the loudness of a sound 2. a set of issues of a periodical spanning one calendar year 3. a bound collection of printed or written pages 4. the knob or button on a radio, television or audio player that controls loudness

volume level /ˈvɒlmjuː ˌlev(ə)l/ noun the volume of a sound, expressed as a reading on a scaled meter

volume peak /ˈvɒlmjuː pɪk/ noun the highest volume level of a broadcast reached during the observation period

volumetrics /ˌvɒlmjuːˈmɛtrɪks/ noun analysis of the relative influence of various media by considering the number of people who are exposed to them, and their importance as buyers

volume unit meter /ˌvɒlmjuː ˈjʊnɪt mɛtər/ noun a meter measuring the average volume level of a broadcast. Abbreviation VU. Compare peak performance meter

voluntary control /ˈvɒləntəri kənˈtreshəl/ noun a system adopted by the advertising industry for maintaining standards, which involves following guidelines laid down for the industry as a whole

vortal /ˈvɔrtəl/ noun a web portal devoted to one specific industry which enables business-to-business e-commerce transactions by bringing together businesses at different points in the supply chain

vox pop /ˈvɒks pɒp/ noun a series of replies to a question posed to ‘people in the street’, used to give a popular response to an issue

voyeurism /ˈvɔɪərɪz(ə)m/ noun the pleasure of looking at something or somebody without being seen yourself

‘Few films deal more fascinatingly and uncomfortably with voyeurism than Hitchcock’s gorgeously designed masterpiece. James Stewart… serves as our eyes in the story, a temporarily wheelchair-bound photographer who amuses himself by spying on people in the apartment block opposite.’ [The Financial Times]

VPN /ˈviːpi/ pi: ‘en/ noun a network that provides remote offices or users with secure access to their organisation’s network using the Internet or other public telecommunications system. Full form Virtual Private Network

VT abbreviation videotape ■ noun same as video insert

VT operator /ˈviːtiː ˈɒpərətər/ noun the member of a television production team who is responsible for cueing video inserts and also for preparing replays and highlights during a live-action broadcast

VTRR abbreviation videotape recording report

VU abbreviation BROADCAST volume unit meter
W

**W** abbreviation watt

**W3C** /ˈdwɪkw/ juː ˈsiː/ **noun** a consortium of organisations, programmers, developers, industry executives and users that seeks to guide the future development of the World Wide Web and ensure that all web technologies are compatible with one another. Full form **World Wide Web Consortium**

**W/A** abbreviation **wide-angle**

**walkie-talkie** /ˈwɔklɪˌtɔki/ **noun** a hand-held battery-operated radio transmitter and receiver often used by emergency personnel to communicate with one another

**Walkman** /ˈwɔkləmæn/ a trade name for a small portable cassette player with earphones

**walk-on** /ˈwɔklɔn/ **noun** 1. an actor who has a small part, usually a nonspeaking one, in a stage or film production 2. an extra at a film shoot who has to perform some specific action (without speaking), rather than generally being in the background, walking by etc. 3. a small part, usually a nonspeaking one, in a stage or film production

**walk through** /ˈwɔkl θru/ **verb** 1. to rehearse something in a simple way, without props or costumes, mainly practising basic moves and positions 2. to rehearse a television programme without cameras

**walk-through** /ˈwɔkl θruθ/ **noun** an early play rehearsal without props or costumes, or a television rehearsal without cameras, usually held to practise basic moves and positions

**walled garden** /ˈwɔld ˈɡɑrd(ə)m/ **noun** a browsing environment for viewing websites that provides a means of controlling the information and websites that a user is able to access. It may either protect users such as children from unsuitable information or direct users to specific, often paid content supported by an Internet service provider.

‘But for large media owners, fear of the poorly lit, sinister back alleys of the web is useful. It drives people into “walled gardens”, safe havens of manicured web content, provided on subscription; guaranteed free of bad guys, well stocked with familiar brands.’ [Rafael Behr, *The Observer*]

**wall of sound** /ˈwɔl əv ˈsaʊnd/ **noun** a recorded musical effect on pop records achieved by overdubbing or layering many different instruments around a pop tune

**wallpaper** /ˈwɔlpərer/ **noun** 1. a soundless video picture used in news bulletins to illustrate a story coming up, over which the presenter reads a short commentary 2. background shots which are necessary and unavoidable, but dull 3. the background pattern for a computer screen, composed of graphics

**Walt Disney Pictures** /ˈwɔlt ˈdɪzni ˈprɪktʃəz/ **noun** a Hollywood film studio producing hundreds of well-known, family-friendly films, both animated and live-action, starting with *Snow White and the Seven Dwarves* in 1937

**WAN** /ˈwɔn/ **abbreviation** World Association of Newspapers

**want ad** /ˈwɔnt əd/ **noun** a classified advertisement in a newspaper or magazine

**WAP** /ˈwɔp/ **noun** a standard protocol for the transmission of electronic data between hand-held narrowband devices such as mobile phones and pagers and other sources of digital information such
WAP browser

as the Internet. Full form Wireless Application Protocol

**WAP browser** /ˈweɪp braʊzə/ noun a simple web browser that works on a hand-held WAP device

**war correspondent** /ˈwɔrˌsɛrənənd/ noun a journalist reporting from a war

**wardrobe mistress** /ˈwɔrdrobe ˈmɪstrəs/ noun the woman in charge of the costumes in a theatre or on a film set

**warmth** /ˈwɔrmθ/ noun the effect created by using colours such as red, orange and yellow, which suggest heat and are soft and flattering

**warm-up** /ˈwɔrm ʌp/ noun the act of preparing an audience before a show is filmed by telling jokes, breaking the ice and flattering

**War of the Worlds** /ˈwɔːr əv ðə ˈwɜːldz/ noun a radio adaptation of H G Wells’ 1938 novel about interplanetary invasion, delivered in the style of an actual radio news broadcast, which caused many listeners to believe the ‘reports’ were real

**waste coverage** /ˈweɪstˌkævərɪdʒ/ noun media coverage that goes beyond the target audience

**watchdog** /ˈwɔtʃdɒg/ noun a person or organisation guarding against illegal practices, unacceptable standards or inefficiency

‘The Channel Five daytime talkshow [Trisha] hosted by Trisha Goddard is known for its unsavoury subject matter. Three years ago the 47-year-old presenter was criticised by TV watchdogs after featuring ‘love rat’ specials straight after children’s programmes.’ [Matt Born, *The Daily Mail*]

**watchdog journalism** /ˈwɔtʃdɒg ˈdʒɜːrəni/ noun a type of journalism that monitors reports from other sources, exposing news reports that are inaccurate or ‘yellow’

**Watergate** /ˈwɔrɪtɡeɪt/ noun the scandal that forced US President Nixon to resign in 1972, in which journalists were responsible for uncovering hidden evidence and pushing the trial forward

**COMMENT:** Investigative journalists Bob Woodward and Carl Bernstein and their anonymous source Deep Throat were responsible for exposing the Watergate scandal and uncovering hidden evidence which was crucial to the later trial. The suffix ‘…gate’ is often used to jokily name other political scandals, such as ‘Monicagate’/‘Sexgate’, the alleged affair between US President Bill Clinton and White House aide Monica Lewinsky.

**watershed** /ˈwɔːtʃstɛd/ noun the time before which programmes unsuitable for children (featuring strong language or inappropriate content) may not be broadcast. Currently in the UK this is 9pm.

**watt** /ˈwɔt/ noun a measure of the amount of power used by an appliance. Abbreviation W

**waveband** /ˈweɪvbrænd/ noun a range of radio frequencies within which transmissions occur

**waveform** /ˈweɪvfrɔm/ noun a visual representation of sound in the form of a computer-generated ‘wave’

**waveform editor** /ˈweɪvfrɔm ˈɛdɪtə/ noun a software program that displays a graphical representation of a sound wave and allows a user to edit, adjust levels and frequencies or add special effects

**waveform monitor** /ˈweɪvfrɔm ˈmɔnɪtər/ noun a device that measures the output of a video signal with respect to luminance and chrominance, used for checking that different cameras are in line with each other

**waveform synthesiser** /ˈweɪvfrɔm ˈsɪnθəsɪzər/ noun a musical device that creates sounds of an instrument by using recorded samples of the original waveform produced by the instrument

**wavelength** /ˈweɪvəlnɛlθ/ noun 1. a measurement of radio waves, describing the distance between the peak of one wave and the peak of the next; 2. amplitude, frequency

in broadcasting, the wavelength of the fundamental radio wave used by a broadcasting station

**wax** /ˈwæks/ noun a gramophone record (informal)

**weak** /ˈweɪk/ adjective PHOTOGRAPHY not having much contrast between tones
abbreviations and the rapid absorption of
new words

Weblish is having a profound effect on
written English: the informality and
speed of e-mail especially are eroding
capital letters, punctuation and the
importance of perfect spelling, as well
as making Mr, Mrs, Miss, Yours
faithfully and Yours sincerely seem
impossibly dusty. [Barry Collins, The
Sunday Times]

weblog /ˈweblɒg/ noun a frequently
updated personal journal on a website,
intended for public viewing

COMMENT: Weblogs are usually updated
regularly and feature short posts with
opinions, information etc, as well as
images and links to other webpages.
They are usually in a chatty, personal
diary, a round-up of news on a particular
topic, a way of sharing information on
something such as science, politics etc,
and can be written by one person or
many collaborators.

web marketing /ˈwebˌmɑrkɪtɪŋ/ noun
marketing that uses websites to
advertise products and services and to
reach potential customers

webmaster /ˈwebˌmɑstər/ noun some-
body who creates, organises or updates
information on a website

web offset /ˈweb əˈfɛst/ noun
PRINTING offset printing carried out on a
web press

web page /ˈweɪb pɛdʒ/ noun a
computer file, encoded in HTML and
containing text, graphics files, and sound
files, that is accessible through the World
Wide Web

webpage design software
/ˈweɪbspɛdʒ dɪˈzaɪn ˌsɔftwɛr/ noun software
that provides features that make it
easier for a user to create webpages

webphone /ˈweɪbfaʊn/ noun a phone
that uses the Internet to make connections
and carry voice messages

web portal /ˈweɪb pɔrˈtəl/ noun a
webpage on a particular topic which
provides links to many other relevant
webpages, services etc

web press /ˈweɪb prɛs/ noun a printing
press that is fed paper from a large roll

web server farm /ˈweɪb sɜːvər fərm/ noun a
business with a group of intercon-
ected servers engaged in web hosting
| **website** | /ˈweɪblə/ | **noun** an interconnected group of webpages, available through computers over the Internet |
| **WebTV** | /ˈwebtəv/ | a trade name for a television that also lets a user view webpages |
| ‘Wedom’ and ‘Theydom’ | /ˈwɛddəm/ and /ˈθeɪdəm/ | nouns the division of the world into two groups for the purposes of persuasion and journalistic colour: ‘us’ and ‘them’, friends and enemies |
| **weekly** | /ˈwɪkli/ | **noun** a newspaper or magazine published once a week |
| **webbing** | /ˈwɛbɪŋ/ | a film, play or book that tends to move people to tears, especially one that is bluntly sentimental in tone |
| **weight** | /wɛt/ | **verb** PRINTING the heaviness or thickness of a typeface, **noun** to multiply results in a survey group according greater significance to the results of one section than to another |
| **well-made** | /wel-/ | **adjective** referring to a film or programme that is skillfully plotted or structured, though often considered to be unadventurous in subject matter or treatment |
| **western** | /ˈwestən/ | **noun** a film, novel or radio or television programme set in the western US, usually during the late 19th century |
| Westerstähl and Johansson’s model of news factors in foreign news 1994 | /ˈwɛstrəstɛl/ and /joʊˈhænsən/ | **noun** a model of news values relating to foreign news, in which its ‘proximity’ to the ideology of the reporting country is key along with access to information, importance of the originating country and drama of the event |
| **Westminster view** | /ˈwestmɪnsta/ | **noun** the idea that political news reporters in the United Kingdom are more concerned with the activities of Parliament than with political events elsewhere |
| **WF** | /əˈbruːə/ | **abbreviation** a proofreading mark meaning ‘wrong font’ |
| WGA | /ˈwaɪɡə/ | **abbreviation** Writers Guild of America |
| **Whisky** | /ˈwɪski/ | **noun** an internationally recognised code word for the letter W, used in radio communications |
| **whisper microphone** | /ˈwɪspəˌmɑrkroʊˈfæn/ | **noun** a small highly sensitive microphone with headphones, used especially by military or security personnel |
| **whistleblower** | /ˈwɪslaˌblaʊər/ | **noun** a person who reveals information to the media about a scandal or other newsworthy secret |
| **whistler** | /ˈwɪsla/ | **noun** an interference signal in a radio receiver, resembling a whistling sound of decreasing pitch and caused by lightning or other electromagnetic disturbance |
| **white** | /wæt/ | **verb** to put or leave blank spaces in something, especially something printed |
| **white balancing** | /ˈwɛt ˈbælənsn/ | **noun** the process of balancing a camera to combine the three primary colours in the correct proportions, so that white appears neutral |
| **white coat rule** | /ˈwɛt ˈkɑʊt ˈrʊl/ | **noun** a rule for advertising on television stating that doctors or actors in white coats cannot promote medical products |
| **white list** | /ˈwɛt ˈlɪst/ | **noun** a list of e-mail addresses, for example from friends or customers, to which somebody wants to permit access |
| **white noise** | /ˈwɛt nɔɪz/ | **noun** low-volume electrical or radio noise of equal intensity over a wide range of frequencies |
| **white space** | /ˈwɛt speɪs/ | **noun** an area of a page or other printed surface where no text or pictures appear |
| **whizz-pan** | /ˈwɪz ˈpæn/ | **noun** a very fast panning camera movement that has the effect of blurring the frames |
| **wide-angle** | /ˈwɛd ˈændʒəl/ | **adjective** 1. relating to or using a camera lens with an unusually wide field of view, 2. a wide-angle shot is one that shows a wider than usual view. **Abbreviation** W/A |
| **wide screen** | /ˈwɛd skrɪn/ | **adjective** 1. referring to a type of film projection in which the image is substantially wider than it is tall, 2. referring to a television whose screen is noticeably wider than average, **noun** an image that is substantially wider than it is tall, at a ratio of 16–9 rather than the usual 4–3 |
| **wide shot** | /ˈwɛd ʃɒt/ | **noun** 1. a camera shot that takes in a panoramic view of the set or an outside scene. **Abbreviation** WS, 2. a shot taken with a wide-angled lens, with a field of view of more than 60° |
widow /ˈwɪdəʊ/ noun the first line of a paragraph. stranded at the bottom of a column or page while the rest of the paragraph is at the top of the next one. This is poor layout and to be avoided. Compare orphan

Wi-Fi /ˈwaɪ f/ noun technology in newer computers, mostly laptops, that allows them to connect to a wireless local area network or Internet connection. Also called wireless Internet

‘Life, on the whole, is better without cables. So we should welcome cameras with wireless capabilities, like this one from Nikon. Exclusive to Jessops, this camera has wi-fi... if you’re in an area with a wireless network, you can transmit images from your camera to your computer.’ [Daniel Paddington, The Independent]

wild shooting /ˈwɜld ˈʃʊtɪŋ/ noun shooting either picture or sound without synchronising the other to it

wild track /ˈwɜld træk/ noun same as atmosphere

Williams Committee Report on Obscenity and Film Censorship

wireless /ˈwɜrələs/ adjective using radio signals rather than wires. ■ noun a radio or a radio set

Wireless Application Protocol

wireless local area network

wireless Internet /ˈwɜrələs ˈɪntərnet/ noun full form of WAP

wireless telegraphy /ˈwɜrələs təˈleɡræfi/ noun early methods of sending messages to and from ships using radio waves, before the arrival of radio broadcasting into the home

wire recorder /ˈwɜrə rɪˈkɔrdər/ noun an early type of magnetic recorder that used stainless steel wire instead of magnetic tape to record sound

wire service /ˈwɜrə ˈsɜrvəs/ noun news stories sent by computer from national and international news agencies

wiring /ˈwɜrərɪŋ/ noun 1. a network of electrical wires 2. the act or process of installing a system of electrical wires

WLAN abbreviation wireless local area network

women’s suffrage /ˈwʊmənz ˈsʌfrɪdʒ/ noun same as women’s suffrage

women’s liberation /ˈwʊmənz ˈlɪbəræʃən/ noun a political movement intended to free women from oppression

women’s movement /ˈwʊmənz ˈmjuːvmənt/ noun a movement seeking to promote and improve the position of women in society

women’s studies /ˈwʊmənz ˈstədɪz/ noun a course of study examining the historical, economic and cultural roles and achievements of women

women’s suffrage /ˈwʊmənz ˈsʌfrɪdʒ/ noun the extension of equal rights to women with regard to voting, owning property etc. Also called female suffrage, woman suffrage

wordbreak /ˈwɜrdbrɪk/ noun the point in a word where it can be divided if there is not enough space at the end of a line for the entire word
word of mouth

word of mouth /ˈwɜːrd əˈmaʊθ/ noun the way that cult media products become known, by people recommending them to their friends and through webpages etc., instead of through mainstream advertising.

‘At first, the reputation of Antony and the Johnsons was a slow-burning, word-of-mouth thing. For myself, it was a chance meeting with Andres Lokko (effectively Sweden’s John Peel) at a pop singer’s wedding, who said “I think you’d like this”. It was a self-selecting thing: people recommended A&TJ to people who would “understand”.’ [Simon Price, The Independent on Sunday]

work experience /ˈwɜːrk ɪkˈspɛriəns/ noun a period of time spent in a place of work such as a newspaper office or television studio, observing how others carry out their jobs and sometimes undertaking small tasks. It is usually unpaid, but provides valuable experience of the workplace, and can often be a stepping stone to a permanent position. Also called attachment, internship

workie /ˈwɜːkɪ/ noun a person doing work experience (informal)

work print /ˈwɜːrk prɪnt/ noun a print of a film used in various stages of editing and as a guide in cutting the original negative from which the final commercial prints are made


World Intellectual Property Organisation /ˈwɜːld ˌɪntəˈlektʃuəl ˈprɔpərteɪʃən/ noun a global organisation that is dedicated to protecting intellectual property rights in its 182 member states. Abbreviation WIPO

World Press Freedom Committee /ˈwɜːld ˈpres ˈfrɪzɪdɛm ˈkeɪˌmiːti/ noun an alliance of more than 30 international press and news publishing agencies in defence of journalistic freedom.

World Trade Organisation /ˈwɜːld ˈtrɑːtə,ˌwɜːdərˌnaɪtərəˌziˈeɪʃən/ noun an organisation that deals with trade disputes between countries and seeks to establish free and fair trade. Abbreviation WTO

World Wide Web /ˈwɜːld, wɜːrd ˈweb/ noun the entire array of websites available through computers over the Internet

World Wide Web Consortium /ˈwɜːld wɜːd ˈweb ˌkɔnsəˈtʃən/ noun online full form of W3C

wow /ˈwɜː/ noun a distortion in recorded sound in the form of slow fluctuations in the pitch of long notes, caused by variations in the speed of the reproducing or recording equipment

wow factor /ˈwɜː, fækˈtər/ noun the ability of an advertisement to impress its audience and remain in the memory

wrap /ræp/ noun 1. the conclusion of a piece of filming, either for the end of the day or for the end of the entire production 2. a news item consisting of a short interview or sound bite with the presenter giving a link before and after

wraparound /ræp, rəˈnɔrd/, wrap-round noun a piece of flexible material that can be attached to the cylinder of a rotary press

wrapper /ræpər/ noun a piece of paper wrapped around a magazine or newspaper sent by post

write /rɑːt/ verb to create books, poems or newspaper articles for publication, often as part of a job

write head /rɑːt hɛd/ noun part of a disk drive or other recording mechanism which can write data onto a tape or disk

write out /rɑːt ˈaut/ verb to remove a regular character from a radio or television series

writer /ˈrɑːtə/ noun a person who creates an original story or adapts another story for the purposes of making a script

writerly /ˈrɑːtəli/ adjective referring to a text that moves away from the expected norms of structure, character, plot development etc., in a way that may be confusing to the reader. Compare read-erly

Writers Guild of America /ˈrɑːtəz ˈgild əˈmerɪkəl/ noun the trade union
which represents scriptwriters in the US, protecting their rights to a fair wage and to be properly credited for their work. Abbreviation WGA write-up /ˈraɪt ʌp/ noun a written account of material, especially a published review of a new play, book, or film. WS abbreviation wide shot WTO abbreviation World Trade Organisation www abbreviation World Wide Web
X /def/ noun a censorship classification used in the UK until 1982 for films that could not be shown publicly to anyone under 18 and until 1990 in the United States for films considered unsuitable for under-17s

xerography /ˈzɪərəɡrəfi/ noun photocopying using an electrically-charged plate to transfer ink powder to paper

ox-height /ɛks hælt/ noun the height of the lowercase letter ‘x’ in a typeface, used as a measure of the height of the main body of all lowercase letters in that typeface

Xinhua news agency /ˈʃɪnaʊ/ noun the major national and international news agency in China, which releases news in seven languages

X-rated /ˈɛks ræt/ adjective referring to something that has a high level of sexual or violent content

X-ray /ˈɛks, rɛ/ noun an internationally recognised code word for the letter X, used in radio communications

yagi /ˈjɑɡi/ noun US a directional radio or television aerial consisting of several components arranged in line

Yahoo! /ˈjəʊ/ noun a computer services company that offers free e-mail and is the most-visited web portal on the Internet

Yankee /ˈjæŋki/ noun an internationally recognised code word for the letter Y, used in radio communications

Y/C /ˈwaɪ sɪ/ noun two parts of a video signal representing the luminance (Y) and the chrominance (C) parts of the image

Y/C delay /ˈwaɪ sɪ ˈdeɪli/ noun an error caused by wrong synchronisation between the luma and chroma signals in a video transmission, seen as a colour halo around objects on the screen

yearly /ˈjɪəli/ noun something that happens or appears once a year, especially an annual publication

yellow /ˈjɛləʊ/ adjective using scandalous or sensational material, often greatly exaggerating or distorting the truth

yellow journalism /ˈjɛləʊ dʒəˈmɪzn/ noun a style of journalism that makes unscrupulous use of scandalous or sensationalised stories to attract readers

yellow press /ˈjɛləʊ prɛs/ noun collectively, the newspapers that make unscrupulous use of scandalous or sensationalised stories to attract readers

yoke /ˈjʊk/ noun equipment for recording or reproducing sounds or music on more than one track simultaneously, by joining together two or more magnetic recording heads

youth market /ˈjʊθ ,mɑːkt/ noun the potential market for a product which is specifically aimed at (usually) 18–35 year olds

YUV encoding /ˌwɔɪ vju/ a video encoding system in which the video luminance (Y) signal is recorded at full bandwidth but the chrominance signals (U&V) are recorded at half their bandwidth

zap /zæp/ verb to change channels on a television set using a remote control device, especially to change channels rapidly

interjection used especially in
comic books to indicate sudden and violent force

**zapping** /ˈzæping/ **noun**

1. flicking between television channels using a remote control, looking for something interesting
2. changing channels during commercial breaks to avoid watching the advertisements

‘...we would be far less likely to reach for the remote control if we were watching people we could imagine sleeping with... aware that people are never more than a hair’s breadth from zapping channels, [producers] exploit our weakness. So it was goodbye Noel Edmonds and Mike Read and hello Cat Deeley and Gail Porter.’ [David Hepworth, *The Mail on Sunday*]

**zarzuela** /ˈzɑrzuːə/ **noun**

Spanish musical theatre, usually comic, combining dialogue, music and dance

**zine** /ˈziːn/ **noun**

a self-published paper, Internet magazine or other periodical, issued at irregular intervals with and usually appealing to a specialist readership

**Zinoviev letter 1924**

a forged letter that was leaked to the UK government in 1924 before the general election, discrediting the socialists by alleging communist links and plans for military action

**zipping** /ˈzɪpɪŋ/ **noun**

fast-forwarding through commercial breaks on recorded programmes during playback, thereby avoiding the advertising

**Zircon affair** /ˈzɪrkɔn əˈfɛr/ **noun**

an incident of attempted censorship by the UK government of a television programme about the proposed launch of a spy satellite, Zircon, in 1987. The police raided the programme makers’ offices and seized tapes, although the programme was later proven not to actually reveal any state secrets.

**zoom** /ˈzuːm/ **noun**

1. same as zoom lens
2. a shot in which a zoom lens is used to make the object in focus appear to move closer or farther away while the camera itself stays still

**zoom in** /ˈzuːm ˈɪn/ **verb**

to make an object appear bigger or closer, or to decrease the area in view, by use of a zoom lens or a graphic imaging device

**zoom lens** /ˈzuːm lɛns/ **noun**

a lens that can be adjusted to have a longer or shorter focal length. Also called zoom. Compare prime lens

**zoom out** /ˈzuːm ˈaut/ **verb**

to make an object appear smaller or farther away, or to increase the area in view, by use of a zoom lens or a graphic imaging device

**zouk** /ˈzuːk/ **noun**

a style of dance music originating in Guadeloupe and Martinique and played with guitars and synthesisers, combining a strong fast disco beat and Caribbean rhythms

**Zulu** /ˈzuːlu/ **noun**

an internationally recognised code word for the letter Z, used in radio communications

**zydeco** /ˈzaɪdəkoʊ/ **noun**

a style of dance music originating in Louisiana that is usually played on accordion, guitar and violin and combines traditional French melodies with Caribbean and blues influences
SUPPLEMENTS

Communications Theorists
Media Resources on the Web
Media Law in the UK
National Daily Newspapers in the UK
Major Magazines in the UK
## Communications Theorists

<table>
<thead>
<tr>
<th>Name</th>
<th>Specialisations</th>
<th>Major Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louis Althusser</td>
<td>Marxism, ideological state apparatuses</td>
<td><em>Ideology and Ideological State Apparatuses</em> (1977); <em>Marxism and Humanism</em> (1969); <em>Contradiction and Overdetermination</em> (1962)</td>
</tr>
<tr>
<td>Ien Ang</td>
<td>media audiences, identity politics, globalisation, ethnicity and representation</td>
<td><em>On Not Speaking Chinese: Living Between Asia and the West</em> (2001); <em>Desperately Seeking the Audience</em> (1991); <em>Living Room Wars: Rethinking Media Audiences for a Postmodern World</em> (1996)</td>
</tr>
<tr>
<td>Roland Barthes</td>
<td>effects of the mass media, creation of meaning; the pleasure of reading</td>
<td><em>Mythologies</em> (1957); <em>The Pleasure of the Text</em> (1973)</td>
</tr>
<tr>
<td>Daniel Bell</td>
<td>effects of the mass media, modernity</td>
<td><em>Cultural Contradictions of Capitalism</em> (1996); <em>The End of Ideology</em> (2000)</td>
</tr>
<tr>
<td>Daniel Biltereyst</td>
<td>controversial media works, censorship, film classification, reality television</td>
<td>published widely in journals such as European Journal of Communication, Media, Culture &amp; Society, Journal of International Communication, Intercom and Cultural Policy</td>
</tr>
<tr>
<td>J.G. Blumler</td>
<td>audience interaction with media texts – co-author of the uses and gratifications theory</td>
<td><em>The Uses of Mass Communication</em> (with E. Katz) (1974); <em>Television In Politics</em> (with D. McQuail) (1979); <em>The Role of Theory in Uses and Gratifications Studies</em> (article in Communication Research, 6)</td>
</tr>
<tr>
<td>Pierre Bourdieu</td>
<td>cultural sociology, especially the notion of cultural capital</td>
<td><em>La Distinction</em> (1979); <em>The Logic of Practice</em> (1990)</td>
</tr>
</tbody>
</table>
### Communications Theorists continued

<table>
<thead>
<tr>
<th>Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Noam Chomsky</td>
<td>power structures of media institutions; mainstream mass media, globalisation</td>
<td>Manufacturing Consent: The Political Economy of the Mass Media (1988); Media Control (2002); Hegemony or Survival: America’s Quest for Global Dominance (2003); Understanding Power (2002); Necessary Illusions: Thought Control in Democratic Societies (1989) and many others</td>
</tr>
<tr>
<td>Jan A.G.M. van Dijk</td>
<td>new media; social and cultural effects of technology</td>
<td>The Network Society (1999); Digital Democracy (2000); The Deepening Divide, Inequality in the Information Society (2005)</td>
</tr>
<tr>
<td>Marjorie Ferguson</td>
<td>globalisation of media, media technologies; representation of women in the media</td>
<td>Forever Feminine: Women’s Magazines and the Cult of Femininity (1983); Cultural Studies in Question (with P. Golding) (1997), editor of several journals including Culture and Communication and Journal of Communication</td>
</tr>
<tr>
<td>John Fiske</td>
<td>discourse surrounding media events, generation of meaning</td>
<td>Media Matters (1996); Understanding Popular Culture (1989); Television Culture (1987)</td>
</tr>
<tr>
<td>George Gerbner</td>
<td>media and culture – creator of cultivation theory</td>
<td>The Global Media Debate (1993), author and editor of many journal articles and collections</td>
</tr>
<tr>
<td>Peter Golding</td>
<td>media and European culture</td>
<td>European Culture and the Media (2004); editor of the European Journal of Communication</td>
</tr>
<tr>
<td>Name</td>
<td>Specialisations</td>
<td>Major Works</td>
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</tr>
<tr>
<td>Antonio Gramsci</td>
<td>Marxism, hegemony, power struggle through ideas</td>
<td>various articles in Italian journals including <em>L'Ordine Nuovo</em> and <em>Avanti!</em></td>
</tr>
<tr>
<td>Klaus Bruhn Jensen</td>
<td>research methodology in communications theory</td>
<td><em>Handbook of Media and Communications Research</em> (2002); <em>A Handbook of Qualitative Methodologies for Mass Communication Research</em> (with N. Jankowski)</td>
</tr>
<tr>
<td>Paul Lazarsfeld</td>
<td>communication models – co-creator of the two-step flow model; audience research methods</td>
<td><em>The People's Choice</em> (1948); <em>Personal Influence: The Part Played by People in the Flow of Mass Communications</em> (with Katz) (1956)</td>
</tr>
<tr>
<td>Denis McQuail</td>
<td>theories of mass media and communication, communication models, the effect of media texts on their audience</td>
<td><em>Communication Models</em> (1981); <em>Mass Communication Theory</em> (1983); <em>Media Performance</em> (1992)</td>
</tr>
<tr>
<td>Kaarle Nordenstreng</td>
<td>theory of communication, international communication, media ethics</td>
<td>editor and author of many reports, papers and journal articles</td>
</tr>
</tbody>
</table>
**Communications Theorists continued**

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Jeremy Tunstall</td>
<td>the state of British national and regional media, power hierarchies in media organisations, the relationship between the British and American media</td>
<td><em>The Anglo-American Media Connection</em> (with David Machin) (1999); <em>Newspaper Power: The New National Press in Britain</em> (1996); <em>Media Moguls</em> (1991)</td>
</tr>
<tr>
<td>Lisbeth van Zoonen</td>
<td>feminism and gender representation in the media</td>
<td>articles in collections including <em>Questioning The Media</em> (J. Downing et al) (1995)</td>
</tr>
</tbody>
</table>
Media Resources on the Web

Copyright and Intellectual Property
Information on protecting Intellectual Property:
www.intellectual-property.gov.uk
World Intellectual Property Organisation:
www.wipo.int
The UK Patent Office (information on copyrights, trademarks and patents):
www.patent.gov.uk
The European Patent Office:
www.european-patent-office.org
Alternative to patenting:
www.researchdisclosure.com
The Copyright Licensing Agency:
www.cla.co.uk
Mechanical Copyright Protection Agency AND the Performing Right Society:
www.mcps-prs-alliance.co.uk

Media Law
Office of Public Sector Information (the full texts of all statutes):
www.opsi.gov.uk
Overview of media laws and reports:
www.terramedia.co.uk/law

Media Training
Official guide to NVQs:
www.dfes.gov.uk/nvq
BBC online guide to media training, including free online courses:
www.bbctraining.com
Helpful guide to further education, choosing the right course etc:
www.aimhigher.ac.uk
Media Resources on the Web continued

International News Agencies

Agence France-Presse (France):
www.afp.com/english/home

All Headline News (web-based):
www.allheadlinenews.com

Associated Press (USA):
www.ap.org

Austral International (Australia):

Bloomberg L. P. (financial news)
www.bloomberg.com

British Broadcasting Corporation:
http://news.bbc.co.uk

Cable News Network:
www.cnn.com

Canadian Press:
www.cp.org

China News Service:
www.chinanews.cn

Deutsche Presse-Agentur (Germany):
www.dpa.de

EFE (Spain):
www.efenews.com

Inter Press Service:
www.ipsnews.net

ITAR-TASS (Russia):
www.itar-tass.com/eng

Kyodo News:
http://home.kyodo.co.jp

Pacific News Service (alternative news):
http://news.pacificnews.org/news

Press Association (UK):
www.pressassociation.co.uk

Press Trust of India:
www.ptinews.com

Reuters:
www.reuters.com

United Press International:
www.upi.com

Xinhua News Agency (China):
www.xinhuanet.com/english

Zenit (the news agency of the Roman Catholic Church):
www.zenit.org/english
Media Resources on the Web continued

Films and Festivals
Academy of Motion Picture Arts and Sciences:
www.oscars.org
British Academy of Film and Television Arts:
www.bafta.org
British Board of Film Classification:
www.bbfc.co.uk
British Film Institute:
www.bfi.org.uk
Cannes Film Festival:
www.festival-cannes.fr
Cannes International Advertising Festival:
www.canneslions.com
DreamWorks SKG:
www.dreamworks.com
Metro-Goldwyn-Meyer:
www.mgm.com
Motion Picture Association of America:
www.mpaa.org
New Line Cinema:
www.newline.com
Sony Pictures (formerly Columbia Pictures):
www.sonypictures.com
Sundance Film Festival:
www.sundance.org
Toronto International Film Festival:
www.e.bell.ca/filmfest
Touchstone Pictures:
http://touchstone.movies.go.com
20th Century Fox:
www.foxmovies.com
Universal Studios:
www.universalstudios.com
Walt Disney Pictures:
http://disney.go.com/disneypictures
Warner Bros:
www.warnerbros.com
Media Resources on the Web continued

Press Organisations
Audit Bureau of Circulations: www.abc.co.uk
International Federation of Journalists: www.ifj.org
Joint Industrial Committee of Regional Newspapers: www.jicreg.co.uk
Joint National Readership Survey: www.jnrs.ie
National Readership Survey: www.nrs.co.uk
Press Complaints Commission: www.pcc.org.uk
Reporters Sans Frontières: www.rsf.org
Royal Photographic Society: www.rps.org
World Association of Newspapers: www.wan-press.org

Broadcasting
Advertising Standards Authority: www.asa.org.uk/asa
Broadcasters’ Audience Research Board (BARB): www.barb.co.uk
CEEFAX: www.ceefax.tv
Corporation for Public Broadcasting: www.cpb.org
Office of Communications – OFCOM: www.ofcom.org.uk
Paper Tiger TV: www.papertiger.org
Radio Joint Audience Research – RAJAR: www.rajar.co.uk
Taylor Nelson Sofres plc (TNS): www.tnsconfres.com
TiVo: www.tivo.com
Media Resources on the Web continued

Telecommunications
Community Media Association:
www.commedia.org.uk
European Cable Communications Association:
www.ecca.be
Federal Communications Commission:
www.fcc.gov

Unions and Campaigns
American Federation of Television and Radio Artists:
www.aftra.com
Broadcasting Entertainment Cinematograph and Theatre Union:
www.bectu.org.uk
Campaign for Press and Broadcasting Freedom:
www.cpbf.org.uk
International Telecommunication Union:
www.itu.int/home
Mediawatch-uk:
www.mediawatch.org
National Union of Journalists:
www.nuj.org.uk
Producers’ Alliance for Cinema and Television:
www.pact.co.uk
Producers’ Guild of America:
www.producersguild.org
Royal Television Society:
www.rts.org.uk
Society of Motion Picture and Television Engineers:
www.smpte.org
World Press Freedom Committee:
www.wpfc.org
World Trade Organisation:
www.wto.org
Writers’ Guild of America:
www.wga.org
Media Law in the UK

Press
Criminal Justice Act 1925:
made it illegal to take photographs or make sketches inside a courtroom (although it is still legal to make later sketches from memory and publish them)

Race Relations Act 1976:
made it an offence to discriminate against people on grounds of race, or to publish or distribute any material which does this

Contempt Of Court Act 1981:
made it illegal to film court proceedings, or to report anything which may prejudice a trial

Public Order Act 1986:
made it an offence to publish or distribute material intended to stir up ‘racial hatred’ against citizens of Great Britain

Criminal Justice Act (Section 11) 1988:
gave leave to the press to officially appeal against reporting restrictions under the Contempt of Court Act 1981

Official Secrets Act 1989:
made it an offence to disclose official information which may be damaging or against the public interest, such as military secrets

Sexual Offences (Amendment) Act 1992:
made it illegal to publish anything which may reveal the identity of a victim of a sexual offence

Defamation Act 1996:
stated that the author, editor or publisher of a work must take ‘reasonable care’ to avoid publishing defamatory statements, in print or on the Internet

Human Rights Act (article 8) 1998:
protected the privacy of citizens from intrusion, surveillance, harassment etc by the press

Human Rights Act (article 10) 1998:
defends the right to freedom of expression

Youth Justice And Criminal Evidence Act 1999:
made it illegal to publish anything which may reveal the identity of an accused or convicted young offender

Anti-Terrorism, Crime and Security Act 2001:
expanded the crime of ‘racial hatred’ in the Public Order Act 1986 to include that against citizens of other countries; introduced the offence of inciting hatred against those with different religious views

Radio / Television Broadcasting
Television Act 1954:
established the Independent Television Authority to regulate television broadcasts

The Marine, etc, Broadcasting (Offences) Act 1967:
made broadcasting from ships and off-shore equipment illegal

Sound Broadcasting Act 1972:
renamed the Independent Television Authority the Independent Broadcasting Authority; established local commercial radio broadcasting to be licensed by the IBA
Media Law in the UK continued

Broadcasting Act 1980:
allowed the IBA to set up Channel 4

Public Order Act 1986:
made it an offence to broadcast or perform material intended to stir up 'racial hatred' against citizens of Great Britain

Consumer Protection Act 1987:
banned the use of misleading wording in advertisements which encourages people to buy

EU Directive 89/552 1989:
introduced rules governing international broadcasts and fair competition across the EU

Broadcasting Act 1990:
introduced new licensing framework for broadcasters; set up two new regulatory bodies (Independent Television Commission and the Radio Authority); made provisions for greater quality control and more independent output on commercial television

EU Directive 93/83 1993:
defined satellite transmission; set rules for cable retransmission of broadcasts

Criminal Justice and Public Order Act 1994:
extended powers of censorship under the Protection of Children Act 1978 to include doctored images purporting to show indecent acts (even where none had taken place); introduced harsher penalties for unclassified videos; introduced the notion of ‘harm’ caused to the viewer by watching depictions of sex, violence, crime etc

Broadcasting Act 1996:
paved the way for digital broadcasting and multiplex licenses; introduced rules on cross-media ownership; formed the Broadcasting Standards Commission

Communications Act 2003:
formed OFCOM by merging 5 older regulatory bodies; relaxed rules on cross-media ownership

Film

Cinematograph Act 1909:
introduced licensing and safety regulations for private cinemas

Cinematograph Film Act 1927:
established a quota of British films which must be exhibited in UK cinemas, first 7.5%, later lifted to 20% (no longer in force)

Sunday Entertainments Act 1932
established a fund to promote cinema as a means of entertainment, which originally funded the British Film Institute

Cinematograph Films (Animals) Act 1937:
made it illegal to depict actual cruelty to animals in film

British Film Institute Act 1949:
introduced government grants for the British Film Institute

Obscene Publications Act 1959:
defined obscene works as any which ‘tend to deprave or corrupt’ and allowed for official censorship of these
Media Law in the UK continued

Protection of Children Act 1978:
made it illegal to own, broadcast or distribute indecent images of children (under 16 years of age)

Cinematograph (Amendment) Act 1982:
covers regulations for the public exhibition of pornographic films

Video Recordings Act 1984:
introduced compulsory age classifications for videos, administered by the British Board of Film Classification

Films Act 1985:
introduced regulations for the designation of films as British and funding of these

Cinemas Act 1985:
introduced the current regulations governing the exhibition of films and licensing of cinemas

Finance (No.2) Act 1997:
made provision for tax breaks for British independent film makers on productions costing less than £15 million

Telecommunications

Wireless Telegraphy Act 1949:
defined wireless broadcasting (the sending of electro-magnetic signals without the use of a dedicated communications line) and introduced the need to hold a licence to do this commercially

Wireless Telegraphy Act 1967:
allowed information on the sale or hire of televisions to be made available to the Secretary of State

British Telecommunications Act 1981:
separated British Telecom from the Post Office and made it a stand-alone telecommunications corporation; allowed competition to BT from other providers

Telecommunications Act 1984:
introduced regulatory bodies for broadcast media; formed OFTEL

Cable And Broadcasting Act 1984:
established the Cable Authority for regulation of cable transmission services

Telecommunications (Fraud) Act 1997:
made it an offence to possess any equipment related to telecommunications systems which is intended to be used for fraud
Media Law in the UK continued

Data Protection
Data Protection Act 1984:
introduced regulations on the storage, security and transferring of personal information of individuals held electronically by companies

Data Protection Act 1998:
expanded the 1984 Act to cover manual as well as electronic records; introduced the notions of 'sensitive' data and accountability of directors for company transgressions

Freedom of Information Act 2000:
allowed access by members of the public to any and all information held by public bodies

Regulation of Investigatory Powers Act 2000:
allowed those in authority to access and monitor all personal e-mail and telephone communications; forbade encryption which makes this difficult

Anti-Terrorism, Crime and Security Act 2001:
allowed authorities greater access to personal information about suspected terrorists

Copyright
Copyright Act 1956:
set up copyright protection for all original literary, dramatic, musical or artistic works made in the UK under the control of the Government

Copyright, Designs And Patents Act 1988:
introduced the rights for the author of a work to be identified as such, and to not suffer harm to their reputation through mistreatment of their works

EU Directive 92/100 1992:
clarified intellectual property rights in relation to copying or distribution of a person's work

EU Directive 93/98 1993:
made copyright periods uniform throughout the EU, extending post-mortem copyright protection of a work from 50 to 70 years in the UK

Trademarks Act 1994:
made provision for registration of trademarks and sets out guidelines for what constitutes infringement
National Newspapers in the UK

Daily Newspapers

Daily Express  Circulation: 810,827
Northern & Shell Building, 10 Lower Thames Street, London EC4R 6EN.
Tel. 0871-434 1010
www.express.co.uk

Daily Mail  Circulation: 2,350,694
Northcliffe House, 2 Derry Street, London W8 5TT.
Tel. 020-7938 6000
www.dailymail.co.uk

Daily Mirror  Circulation: 1,684,660
1 Canada Square, Canary Wharf, London E14 5AP.
Tel. 020-7293 3000
www.mirror.co.uk

Daily Record  Circulation: 454,247
1 Central Quay, Glasgow G3 8DA.
Tel. 0141-309 3000
www.dailyrecord.co.uk

Daily Sport  Circulation: no figures available
19 Great Ancoats Street, Manchester M60 4BT.
Tel. 0161-236 4466
www.dailysport.co.uk

Daily Star  Circulation: 820,028
Ludgate House, 245 Blackfriars Road, London SE1 9UX.
Tel. 020-7928 8000
www.dailystar.co.uk

The Daily Telegraph  Circulation: 901,667
1 Canada Square, Canary Wharf, London E14 5DT.
Tel. 020-7538 5000
www.telegraph.co.uk

Financial Times  Circulation: 419,249
1 Southwark Bridge, London SE1 9HL.
Tel. 020-7873 3000
www.ft.com

The Guardian  Circulation: 403,297
119 Farringdon Road, London EC1R 3ER.
Tel. 020-7278 2332
www.guardian.co.uk

The Herald  Circulation: 75,541
Newsquest Ltd, 200 Renfield Street, Glasgow G2 3PR.
Tel. 0141-302 7000
www.theherald.co.uk

The Independent  Circulation: 267,037
Independent House, 191 Marsh Wall, London E14 9RS.
Tel. 020-7005 2000
www.independent.co.uk
National Newspapers in the UK  continued

Morning Star  
Circulation: no figures available
People’s Press Printing Society Ltd, William Rust House, 52 Beachy Road, London E3 2NS.
Tel. 020-8510 0815
www.morningstaronline.co.uk

Racing Post  
Circulation: 74,552
Trinity Mirror, Floor 23, One Canada Square, Canary Wharf, London E14 5AP.
Tel. 020-7293 3291
www.racingpost.co.uk

The Scotsman  
Circulation: 65,194
Barclay House, 108 Holyrood Road, Edinburgh EH8 8AS.
Tel. 0131-620 8620
www.scotsman.com

The Sun  
Circulation: 3,224,427
News Group Newspapers Ltd, Virginia Street, London E1 9XP.
Tel. 020-7782 4000
www.the-sun.co.uk

The Times  
Circulation: 703,492
1 Pennington Street, London E98 1TT.
Tel. 020-7782 5000
www.timesonline.co.uk

Weekly Newspapers

The Business  
Circulation: 178,528
292 Vauxhall Bridge Road, London SW1V 1DE.
Tel. 020-7961 0000
www.thebusinessonline.com

Daily Star Sunday  
Circulation: 404,723
Express Newspapers, Ludgate House, 245 Blackfriars Road, London SE1 9UX.
Tel. 020-7928 8000
www.megastar.co.uk

The Independent on Sunday  
Circulation: 230,053
Independent House, 191 Marsh Wall, London E14 9RS.
Tel. 020-7005 2000
www.independent.co.uk

The Mail on Sunday  
Circulation: 2,292,258
Northcliffe House, 2 Derry Street, London W8 5TS.
Tel. 020-7938 6000
www.mailonsunday.co.uk

News of the World  
Circulation: 3,773,705
1 Virginia Street, London E98 1NW.
Tel. 020-7782 1000
www.newsoftheworld.co.uk

The Observer  
Circulation: 451,781
3-7 Herbal Hill, London EC1R 5EJ.
Tel. 020-7278 2332
www.observer.co.uk
National Newspapers in the UK continued

The People Circulation: 905,494
1 Canada Square, Canary Wharf, London E14 5AP. Tel. 020-7293 3000
www.people.co.uk

Scotland on Sunday Circulation: 84,192
108 Holyrood Road, Edinburgh EH8 8AS. Tel. 0131-620 8620
www.scotlandsonunday.co.uk

Sunday Express Circulation: 829,064
Northern & Shell Building, 10 Lower Thames Street, London EC3R 6EN.
Tel. 0871-434 1010
www.express.co.uk

Sunday Herald Circulation: 58,140
200 Renfield Street, Glasgow G2 3QB.
Tel. 0141-302 7800
www.sundayherald.com

Sunday Mail Circulation: 549,129
1 Central Quay, Glasgow G3 8DA.
Tel. 0141-309 3000
www.sundaymail.com

Sunday Mirror Circulation: 1,457,792
1 Canada Square, Canary Wharf, London E14 5AP.
Tel. 020-7293 3000
www.sundaymirror.co.uk

The Sunday Post Circulation: no figures available
D. C. Thomson & Co. Ltd, 144 Port Dundas Road, Glasgow G4 0HZ.
Tel. 0141-332 9933
www.sundaypost.com

Sunday Sport Circulation: 148,385
840 Melton Road, Thurmaston, Leicester LE4 8BE.
Tel. 0116-269 4892
www.sundaysport.com

The Sunday Telegraph Circulation: 661,425
1 Canada Square, Canary Wharf, London E14 5DT.
Tel. 020-7538 5000
www.telegraph.co.uk

The Sunday Times Circulation: 1,404,616
1 Virginia Street, London E1 9BD.
Tel. 020-7782 4000
www.timesonline.co.uk

The Sunday Times Scotland Circulation: no figures available
Times Newspapers Ltd, 124 Portman Street, Kinning Park, Glasgow G41 1EJ.
Tel. 0141-420 5100
www.timesonline.co.uk

Wales on Sunday Circulation: no figures available
Thomson House, Havelock Street, Cardiff CF10 1XR.
Tel. 029-2058 3583
www.iwales.co.uk

(circulation figures net average October 2005, courtesy of the Audit Bureau of Circulations – see www.abc.org.uk for further details)
# Major Magazines in the UK

<table>
<thead>
<tr>
<th>Magazine Name</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Magazine (TV Listings: Satellite/Cable)</td>
<td>6,783,581</td>
</tr>
<tr>
<td>Boots Health and Beauty (Women’s Health &amp; Beauty)</td>
<td>1,765,387</td>
</tr>
<tr>
<td>What’s on TV (TV Listings: Radio &amp; TV Guides)</td>
<td>1,673,790</td>
</tr>
<tr>
<td>The National Trust Magazine (Countryside &amp; County: National)</td>
<td>1,655,088</td>
</tr>
<tr>
<td>U (magazine for Unison members) (General Interest: Miscellaneous)</td>
<td>1,465,833</td>
</tr>
<tr>
<td>Saga magazine (General Interest: Retirement)</td>
<td>1,245,006</td>
</tr>
<tr>
<td>Take a Break (Women’s Weeklies)</td>
<td>1,200,397</td>
</tr>
<tr>
<td>TV Choice (TV Listings: Radio &amp; TV Guides)</td>
<td>1,157,622</td>
</tr>
<tr>
<td>Radio Times (TV Listings: Radio &amp; TV Guides)</td>
<td>1,080,199</td>
</tr>
<tr>
<td>Eyes Down (Leisure Interests: Games)</td>
<td>984,946</td>
</tr>
<tr>
<td>BBC Pre-Schools Magazines (Children’s Magazines: Pre-School)</td>
<td>929,452</td>
</tr>
<tr>
<td>Reader’s Digest (General Interest: Miscellaneous)</td>
<td>776,902</td>
</tr>
<tr>
<td>Debenhams Desire (Women’s Lifestyle/Fashion)</td>
<td>745,126</td>
</tr>
<tr>
<td>Birds (the RSPB magazine) (Leisure Interests: Wildlife)</td>
<td>624,118</td>
</tr>
<tr>
<td>Glamour (Women’s Lifestyle/Fashion)</td>
<td>609,626</td>
</tr>
<tr>
<td>Chat (Women’s Weeklies)</td>
<td>609,163</td>
</tr>
<tr>
<td>Now (Women’s Weeklies)</td>
<td>591,795</td>
</tr>
<tr>
<td>That’s Life (Women’s Weeklies)</td>
<td>569,631</td>
</tr>
<tr>
<td>Heat (Women’s Weeklies)</td>
<td>560,438</td>
</tr>
<tr>
<td>FHM (Men’s Lifestyle)</td>
<td>560,167</td>
</tr>
<tr>
<td>Time Magazine (News &amp; Current Affairs: International)</td>
<td>551,114</td>
</tr>
<tr>
<td>Closer (Women’s Weeklies)</td>
<td>540,044</td>
</tr>
</tbody>
</table>
Major Magazines in the UK *continued*

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>OK! (Women’s Weeklies)</td>
<td>532,843</td>
</tr>
<tr>
<td>The Economist (News &amp; Current Affairs: Business)</td>
<td>503,077</td>
</tr>
<tr>
<td>Exchange &amp; Mart (Buying &amp; Selling: General)</td>
<td>491,152</td>
</tr>
<tr>
<td>Woman (Women’s Weeklies)</td>
<td>485,463</td>
</tr>
<tr>
<td>Good Housekeeping (Women’s Lifestyle/Fashion)</td>
<td>475,838</td>
</tr>
<tr>
<td>Cosmopolitan (Women’s Lifestyle/Fashion)</td>
<td>462,943</td>
</tr>
<tr>
<td>Yours (Women’s Lifestyle/Fashion)</td>
<td>440,070</td>
</tr>
<tr>
<td>Woman’s Weekly (Women’s Weeklies)</td>
<td>425,568</td>
</tr>
<tr>
<td>Legion (General Interest: Miscellaneous)</td>
<td>425,462</td>
</tr>
<tr>
<td>Woman’s Own (Women’s Weeklies)</td>
<td>424,292</td>
</tr>
<tr>
<td>TV Times (TV Listings: Radio &amp; TV Guides)</td>
<td>418,192</td>
</tr>
<tr>
<td>Emma’s Diary Pregnancy Guide (Parenthood)</td>
<td>416,140</td>
</tr>
<tr>
<td>Best (Women’s Weeklies)</td>
<td>398,289</td>
</tr>
<tr>
<td>The Vauxhall Magazine (Motoring &amp; Motorcycling: Motoring)</td>
<td>394,846</td>
</tr>
<tr>
<td>Auto Exchange Group (Motoring &amp; Motorcycling: Motoring)</td>
<td>392,598</td>
</tr>
<tr>
<td>Hello! (Women’s Weeklies)</td>
<td>392,481</td>
</tr>
<tr>
<td>Marie Claire (Women’s Lifestyle/Fashion)</td>
<td>381,281</td>
</tr>
<tr>
<td>New! (Women’s Weeklies)</td>
<td>373,039</td>
</tr>
<tr>
<td>Motoring and Leisure (Motoring &amp; Motorcycling: Motoring)</td>
<td>371,940</td>
</tr>
<tr>
<td>People’s Friend (Women’s Weeklies)</td>
<td>363,638</td>
</tr>
<tr>
<td>National Geographic (General Interest: Miscellaneous)</td>
<td>350,253</td>
</tr>
</tbody>
</table>

*(circulation figures net average Jan-Jun 2005, courtesy of the Audit Bureau of Circulations – see www.abc.org.uk for further details)*