

MEDIA & JOURNALISM

NEW APPROACHES
TO THEORY & PRACTICE

Jason Bainbridge
Nicola Goe
Liz Tynan

OXFORD

Glossary

- Actuality:** Location sound, which may sometimes be an interview with talent, and in some newsrooms is used interchangeably with *grab*.
- Address:** The way the text hails us, calls us over or otherwise demands our attention.
- Addressee:** The audience implied by being addressed.
- Addresser:** The position that is actively attracting us to the text.
- Agenda setting:** The way the media determine what will be communicated as news to influence what we think about and discuss.
- Agora:** An open space in a town where people gather, especially a marketplace in ancient Greece.
- Alternative knowledge structures:** Knowledges derived from the consideration of multiple, parallel, competing, dissenting and often minority viewpoints.
- A movie:** In a double bill at a movie theatre, the feature attraction, made with high budgets and well-known stars.
- Analogue technology:** The transmission and storage of electronic information via continuous waves, especially in recordings and radio signals and along telephone wires.
- Analysis:** Examination in detail of the elements of something in order to determine how the whole functions.
- Anchorage:** The tying down of an image text (through a caption) or a written text (through a headline) to a certain meaning.
- Anecdote:** A simple story that illustrates a point.
- Anime and Manga:** Styles of Japanese animation and comic books, covering a wide variety of genres, and often appealing equally to adults and children; *manga* often provides the basis for *anime* productions.
- Audience identification:** Encouraging audiences to adopt the viewpoint and share in the emotions (especially hopes and fears) of a character in the text.
- Auteur theory:** From the French *auteur*, meaning author: at its most basic, it is the theory that a film has an 'author', just as a book does, and the author of a film is its director. In its more complex variations, it is a theoretical tool that concedes while it is impossible for there to be a unitary author of a film, given the number of people who contribute to its making, it is still possible to analyse individuals' ability to leave some form of distinctive style or signature on what is essentially an industrial product.
- Avatar:** An online construct that allows a member of a virtual community to transcend age, gender, race or geography, and make a fluid new identity.
- Authenticity:** The way in which media try to represent ideas or situations as near as possible to how they occur in reality—the principal aim of journalism.
- Baby boomers:** People born between 1946 and 1964. The term 'boomers' refers to the significant 'boom' in the birth rate that occurred immediately after the Second World War.

Backgrounder: Material provided in addition to a media release or diary note, consisting of important information that cannot fit within a one- or two-page media release.

Bankability: The ability of a celebrity to make a guaranteed profit for his or her employer; a bankable Hollywood star can make a film succeed on the strength of his or her name alone.

Bingeing: The watching of a succession of television episodes in one sitting.

Blockbuster film: A very costly film that, it is hoped by the studio that makes it, will make a profit as a result of the enormous amounts of money spent on publicity and wide distribution.

Blog (short for **Weblog**): An online journal comprised of links and postings; both a noun and a verb with various inflections, such as *blogger* and *blogging*. Its origin is *weblog*, a regular online journal.

B movie: In a double bill at a movie theatre, the supporting or second feature, made with low budgets and lesser-known stars.

Bricolage: (From the French for *striking together*): the intersection of a variety of styles to create something new.

Broadband: Currently the most advanced form of Internet access, offering high-speed access and wide bandwidth, transmitted via telephone, cable and wireless services, which is rapidly replacing dial-up.

Broadcast: the transmission of knowledge (ideas and information) in 'the widest possible circles'. It can operate as a verb: 'to broadcast'; a noun: 'a television broadcast'; and as an adjective: 'a broadcast program'.

Broadsheet: A precursor to the newspaper, cheap single pages of entertaining news, usually crime or sensationalised accounts of disasters. By the 1860s, cheap newspapers had largely taken their place.

Canon: The set of texts regarded as forming the essence of a particular body of work.

Carriage: Those industries responsible for distributing media content.

Celeactor: A fictional character who has both a private and public life, and exists independently of his or her creator; for example, Dame Edna Everage.

Celebrity: The 'familiar stranger' (Gitlin): a celebrity is simultaneously a text and an industry.

Celebrity culture: A culture based around the individual and individual identity; for example, news that consists mainly of gossip, scandal or snippets from celebrities' PR handouts, or where social issues are constantly reframed as personal issues.

Celebrity image: The image of the celebrity as it appears in the media: a construction designed to connote the ideas and values of the celebrity.

Celetoid: A celebrity created to fill a gap in an industry, or for some specified purpose (such as reality show winners).

Chatroom: A site on a computer network where online conversations are held in real time by a number of users.

Chequebook journalism: Journalism that involves the payment of money to a source for the right to publish or broadcast information.

Cinematography: The industrial process of shooting, manipulating and developing film.

Citizen journalist: A member of the public who acts in the role of a journalist gathering news and new information (including images), which are communicated to an audience.

Closed questions: Questions whose answers are limited to 'yes', 'no', or similar precise information.

Closed texts: Texts that focus on a specific meaning and permit space for the reader to generate a variety of interpretations.

Code of ethics: A set of rules prescribing the ethical practices that all members of a profession should follow.

Codes: Usually parts of the signs that make up texts; including such elements as colour, dress, lighting, angles, words used and format on the page.

Commodity: An economic good; in relation to celebrities, it refers to someone who is subject to ready exchange or exploitation within a market.

Commutation: The replacement of one element of a text with another, to see how this affects how meaning is made.

Computer-assisted reporting (CAR): Internet research by journalists, involving deep analysis of databases using spreadsheets and database managers.

Conflict: A state of opposition or hostilities. In the context of judgements about what makes news, this might be a significant violent conflict like a war or a non-violent conflict such as a disagreement.

Connotations: The possible signifieds that attach to a signifier.

Consequentialism: The basing of notions of morality, not on a set of rules, but on observing the outcomes, the consequences, of every separate action; consequentialists weigh up the consequences and decide where the majority of the benefit lies.

Consumerist model: Under the consumerist model the manufacture of news is profit driven; news is seen primarily as a business enterprise, with news as a commodity.

Contact book: An electronic or hard copy listing of journalistic sources of information, often with notations to update the information. Journalists refer to their contact book regularly when seeking comment for stories.

Content: The subject of the text, and how that subject is presented to us.

Content analysis: Analysis that focuses on the frequency of the presence or absence of words or categories within texts.

Content providers: Media industries that actually produce content, which is then distributed by the carriers.

Content words: Nouns, verbs, adjectives and adverbs: the words that supply substance in the English vocabulary.

Context: The location of the text; the point in time and space where an audience will locate it.

Convergence: The coming together of what were once separate media texts and industries.

Coranto: (From the Spanish *coranto*: a *runner*; that is, fast-delivered news): the earliest predecessor of the newspaper, a *coranto* was a small news pamphlet that was only produced when a newsworthy event occurred.

Creative nonfiction: Fact-based writing that combines the story elements of fiction with the truth-telling elements of traditional journalism.

Crossmedia ownership: The ownership of a television station in the same territory as some other major source of news and information, such as a daily newspaper or radio station.

Crosspromotion: The promotion by celebrities, programs and industries of other celebrities, programs and industries that have the same owner.

Cultural competency: Knowledge and ideas that are gained from experience; cultural knowledge is 'insider' knowledge that is known only by people within a particular culture or by people who have learned about the culture through interaction with that culture.

- Cultural convergence:** The intersection of cultures: locally, nationally and globally.
- Cultural currency:** The knowledge we acquire from consuming media.
- Cultural product:** A product that contains meanings, values and ideas; that is, a product that functions as a form of communication.
- Culture jamming:** Resistance to cultural hegemony by means of guerrilla communication strategies such as graffiti, satire or some other reappropriation of the original medium's iconography to comment upon itself. It differs from other forms of artistic expression or vandalism in that its intent is to subvert mainstream culture for independent communication or otherwise disrupt mainstream communication.
- Currency of news:** The impact of recent and breaking news arising from controversial and emotionally charged events.
- Current affairs:** The news media's delivery of political and social events or issues of the present time, usually on television or radio.
- Cut and paste:** The transfer of information, by a journalist, from a PR release to a news item, without the application of journalistic editing skills or judgment.
- Cyberspace:** The virtual space entered by a computer user who is constantly online.
- Delay:** The way in which consumption of television is indefinitely postponed: through advertising, narrative or scheduling.
- Delivery platforms:** The ability of media to act as platforms for the delivery of media texts.
- Demographic analysis:** Statistical analysis of audiences, based upon selected population characteristics such as age, gender, race, sexuality, income, disability, mobility, education, employment status and location; showing distributions of values within a demographic variable and changes in trends over time.
- Denotation:** The most likely connotation of a signifier, often determined as a matter of 'common sense' or by looking at the relationship of the text to other texts or the context in which the text is found.
- Deontology:** or 'rights-based' ethics, assumes that each individual has certain rights, no matter what, and that no innocent person should be harmed or killed for any reason.
- Détournement:** The reuse of a well-known text to create a new text that often carries a contrary message to the original.
- Dialogic:** Texts that are structured as dialogue.
- Dial-up:** The earliest form of access to the Internet, via slow signals sent through a telephone wire.
- Diary note:** A document used by PR practitioners to alert journalists and editors to a forthcoming event, often a media conference or a speech by a prominent person. It is a form of invitation tailored to the needs of the media, and is generally distributed by email or facsimile up to one week before the event.
- Diaspora:** The scattering of a population from one geographical area throughout the world.
- Digital divide:** The gap between those who can access media technology (thanks to wealth, culture and geographical location) and those who cannot.
- Digital technology:** The transmission of electronic information using binary code to store and transmit data, replacing analogue technology.
- Discourse:** A way of representing the world.
- Discourse analysis:** Analyses how texts support or subvert overall views of the world, such as patriarchy or media power.

- Disintermediation:** The removal of wholesalers, distributors and retailers (the 'middle men') from the intermediary processes, so manufacturers can deliver products directly to consumers.
- Disposable celebrity:** A celebrity manufactured on a production line in order to be replaced in the near future by the next disposable celebrity.
- Docu-games:** Interactive reality games where players are involved in role-play scenarios that are based on real events. They blend reality with interactive entertainment by allowing the player to control and alter historical figures and events. Throughout the game there are links to articles and interviews from or about the real event.
- Documentary film:** Fact-based film that depicts actual events and people.
- Domestication of texts:** The adaptation by individuals and local media cultures of global texts.
- eCommerce:** Business conducted online; Internet-based, interactive, networked connection between producers, consumers and service providers.
- Embargo:** A notice forbidding release of information about an event before a certain time or date.
- Empowered reading:** A reading of media informed by an understanding of how media work, how audiences can be manipulated and the choices being offered to audiences in the larger mediasphere.
- Enlightenment:** The period, from about 1500 to about 1800, when feudal, religion-based societies gave way to secularised, democratic societies.
- Epistemology:** The use of logic, psychology, philosophy and linguistics to study knowledge and how it is processed in humans.
- Ethics:** A system of moral principles, by which a person can judge right and wrong in any field; for example, media ethics.
- Euphemism:** The substitution of a mild or vague word or phrase for a blunt, harsh one.
- Evidence:** Signs or proofs of the existence or truth of some proposition; information that helps somebody to reach a particular conclusion, both empirical materials (physical items) and observable phenomena (such as heat or cold).
- Exclusivity:** The exclusion of an audience member, as if he or she has been excluded from a certain community.
- Exnomination:** The process by which dominant ideas become so obvious they don't draw attention to themselves; instead they just seem like common sense.
- Expressive medium:** The notion that film works best by expressing the feelings of the artist, through metaphor, allegory and performance.
- eZine:** A zine (fanzine) that is published in an electronic form.
- Fan culture:** Term derived from *fanatic*; those people who follow a particular media form, genre or personality with great enthusiasm, for the pleasure of doing so rather than a desire to earn an income.
- Fan fiction:** Fiction, written by fans of a particular media text, that features characters from that text.
- Fanzine:** An amateur magazine produced for fans of a pastime or celebrity; the concept originated among science fiction fans in the 1930s, spread gradually among other interest groups during the 1960s, and was adopted by a wide range of groups during the last twenty years.
- Fifth Estate:** A term used more frequently today to describe the new media technologies, such as the Internet, as modes of news delivery. The term first came into use in the early twentieth century with the introduction of radio news, and was later extended to include television.

- Film genres:** Film categories, such as westerns, mysteries and melodramas, produced in order to keep costs low while building presold audiences.
- Film movement:** Groups of films loosely directed towards similar formal or social ends.
- Flack:** A term often used to describe PR practitioners; thought to have been formed by melding *flak*—for flak catcher, someone paid to catch the flak directed at their employer—with *hack* (a mediocre writer).
- Flow:** In television, the way one moment of drama or information leads to the next.
- Form:** The shape of the text and the way it appears before us.
- Formalist medium:** The notion that film works best by presenting the best possible examples of film styles and techniques (the form).
- Forum:** In ancient Rome, a public square or marketplace where business was conducted and the law courts were situated.
- Framing:** A process of selecting and rejecting information in the construction of a news story by placing emphasis on a particular aspect or angle.
- Function words:** Conjunctions, prepositions and articles; words that help show the relationships between the content words, thus giving meaning to the substance of the content words.
- Gatekeeper:** Media professional, such as a subeditor, who decides which news stories or other types of information will be selected or rejected for public consumption.
- Gazette:** Named after a *gazetta*, a small coin in the Republic of Venice that was the price of their early newsheets; later applied to many types of newspaper.
- Genre:** Categories of texts according to shared narrative and iconographic features and codes, as well as categories of commercial products provided by producers and marketers and expected by audiences of texts.
- German expressionism:** A form of filmmaking, developed in Germany, particularly Berlin, during the 1920s, that featured highly stylised sets and symbolic acting to reveal the internal emotional struggles of its protagonists (and society).
- Globalisation:** The tendency toward increasing standardisation of life, markets and economies around the world.
- Glocalisation:** The transformation of global texts so that they become relevant to local cultures.
- Gonzo journalism:** Hunter S. Thompson introduced gonzo journalism in 1970; named after 'Dr. Gonzo', a character in his book *Fear and Loathing in Las Vegas*. The term refers to a particular stream-of-consciousness style of New Journalism.
- Grab:** An excerpt of your interview with the talent (or source).
- Grammar:** The rules of the relationship that words have to one another in a sentence.
- Hard news:** News stories that aim to inform the community about events and happenings and to provide citizens with the information they require to be able to participate as fully informed citizens in the democratic process.
- Hegemony:** The ability of elite groups to acquire and/or remain in power by convincing subordinate groups that it is in their best interests to accept the dominance of this elite.
- Home theatre:** Electronic facilities in the home, such as large screens and five-speaker sound systems, that emulate facilities once found only in cinemas and theatres.

House style: The particular set of grammatical rules, conventions and organisation preferences chosen by individual publishers and media organisations; usually prescribed in a style guide.

HTML code (Hyper Text Markup Language): The formatting language, developed for the Internet, that is recognised by web browsers, providing instructions on how a page should look and how it should link to other Internet pages. Using symbols and common words to define page attributes, such as <body> for body text, it allows web pages to be correctly formatted. Most web page design programs these days automatically write code, so that it is not necessary to understand HTML to prepare web pages.

Human interest news: News stories that revolve around stories of ordinary people, or issues judged to be socially interesting or important.

Hybridity: The mixture of media cultures to create a multi-originated media.

Hype: Extravagant and overstated publicity; a contraction of the word *hyperbole*, which means an exaggerated statement not meant to be taken literally.

Hypertext: The embedding of links to one Internet text from another.

Icon: An image that can represent an entire event, period of time or news story; from the Greek *eikon*, to *be like*, to *seem*: an image; a representation; an important and enduring symbol.

Iconography: From icon; the most recognisable aspects of a text's form and content, which represent that text; for example, white hats (the good guys) and black hats (the bad guys) in Western movies.

Ideology: An all-encompassing set of ideas for thinking about the world.

Impact: The size of the consequences of a news story: the greater or wider the consequences of a news story, the greater will be its impact.

Inclusivity: The inclusion of an audience member, as if he or she belongs to a certain community.

Indigenisation: The appropriation and reframing of globalised texts to make them relevant to local cultures.

Industrial convergence: The intersection of a variety of media industries through crossownership and crosspromotion.

Infotainment: The use of the soft news style, in both form and content, when delivering news and current affairs stories.

Internet Protocol Television (IPTV): Television content on demand through the Internet; YouTube is currently the best-known example.

Interpellate: Actively seeking out an audience; encouraging the audience to contribute to the text in some way.

Intertextuality: The idea that texts do not exist in isolation, but are interdependent. Texts frequently make meaning through their relationship with other texts. These other texts (or 'secondary texts') are called intertexts.

Intro or Announcer read: The introductory part of the story, usually read live by the newsreader, and scripted by the reporter.

Inverted pyramid: The style of writing news that places the most important information at the beginning of the story, followed by less important information, and so on to the end of the story; this enables the story to be cut from the bottom in order to fit the space available.

J-bloggers: Internet bloggers, acting in the role of journalists disseminating newsworthy information, who subscribe to the journalistic ideals of an obligation to the truth and the public's right to know; term coined by Nicola Goc.

- Journal:** From the French *journal*: a *daily* record of events; therefore, a daily newspaper or magazine.
- Journalism:** The gathering and disseminating of new information to a wide audience about current events, trends, issues and people.
- Journalist:** A person who practises journalism; someone who gathers and disseminates new information about current events, trends, issues and people to a wide audience; from the French *journal*, which comes from the Latin term *diurnal*, or *daily*.
- Journalistic paradigm:** A model for creating journalism. There is no single model for creating journalism; journalistic paradigms develop to reflect society at a given point in time. One popular way of reporting current events today is the celebrity paradigm. New paradigms, such as the online news format, are also created to accommodate new technological advances.
- Legitimacy:** The process that each discourse employs as it seeks to authorise its truth, rightness and superiority.
- Lexical:** Relating to the individual words that make up the vocabulary of a language.
- Literary Journalism:** A style of journalism that combines the storytelling elements of fiction with the truth-telling elements of traditional journalism. Today the term is often used interchangeably with New Journalism, creative nonfiction and narrative journalism.
- Literary merit:** Intrinsic value or worth of a literary work based on the quality of writing, inventiveness of story or ability to capture a certain period of time or emotion; often used to demarcate literature from other formulaic or genre fiction and from the wider body of popular culture.
- Mainstream:** The most familiar, popular or otherwise generally available of any artform, especially films.
- Manufacturing consent:** The way in which Western mass media act to subdue popular dissent and to assist in the realisation of political and corporate objectives while giving the illusion of 'freedom'; coined in 1922 by the American writer Walter Lippmann and popularised later by Noam Chomsky and Edward Herman.
- Mashup:** A website or application that combines content from more than one source into an integrated experience.
- Mass media:** Media designed to attract the greatest number of audience members.
- Medea:** Greek meaning *virility*. Medea was the daughter of King Aeetes of Colchis and the wife of Jason (of Argonauts fame).
- Medea frame:** A way of framing news that prejudices mothers who step outside of what society regards as 'normal' maternal behaviour.
- Medea news narratives:** The (often unintentional) use by journalists of literary devices to create highly charged, dramatic and compelling news narratives that encode stereotypical and prejudicial meanings about the maternal subject.
- Media:** Content and distribution mechanisms through which information and/or entertainment is transmitted.
- Media baron:** The term, which has replaced *press baron*, refers to early English newspaper proprietors, such as Lords Beaverbrook, Rothermere and Northcliffe, who were given peerages; today, applied to powerful media owners such as Rupert Murdoch.
- Media effects model:** The 'injection' (like a hypodermic syringe) of ideas by media into an essentially passive and vulnerable 'mass' audience. Sometimes also referred to as the direct effects or hypodermic syringe model.

- Media event:** A news story that becomes an historically important communication event, interrupting the flow of all other news.
- Media practitioner:** Any person involved in the production of media.
- Media release:** A document, written by a PR practitioner in journalistic style, that provides a story intended for use by the media.
- Mediasphere:** The subtle and obvious connections between media texts, whether fictional (popular media) or factual (journalism), that form a larger whole.
- Media text:** Anything produced and/or distributed by a media industry from which we can make meaning.
- Mediation:** The function of media: the communication of messages, whether information or entertainment or a mixture of both, by media.
- Merchandising:** The marketing of a wide range of consumer goods bearing images from a specific media product.
- Metanarrative:** A supernarrative built up from all the narratives in all of the intertexts that represent the celebrity.
- Metaphor:** An implicit or explicit comparison between signs, where the qualities of one are transferred to another.
- Metaverse:** A fictional, virtual world.
- Methodology:** A systematic way of producing knowledge, involving both the production and analysis of data; a way of testing, accepting, developing or rejecting a theory.
- Metonymy:** The standing in of a part or element of a text for the whole.
- MobLog:** Weblogs where participants appear to behave like regular mobs, but unlike their flesh-and-blood counterparts, their ideas can have instantaneous impact on a worldwide platform; term coined by Shelly Palmer.
- Mockumentary:** A melding of the words *mock* and *documentary*: a film or television program, presented as a documentary recording real life, but which is in fact fictional—a commonly used medium for parody and satire.
- Modding:** A contraction of *game modification*: the addition of new content to games.
- Modernity:** The mainstream of Western thought, from the nineteenth century until the late twentieth century, that is based on ideas of progress, rationality and equality.
- Muckraker:** From 1906 on, a term applied to investigative journalists in the USA who challenged governments and big business; term invented by President Theodore Roosevelt, derived from John Bunyan's *The Pilgrim's Progress* (1678), in which muckrakers are people who look nowhere but down.
- Multiculturalism:** The conferring of equal rights on the many distinct cultural groups that make up a society.
- Multimedia package:** In news production, a news story produced in a combination of media such as online, television, radio and print.
- MySpace:** A social networking online site.
- Myth:** An ideology that has become so accepted, so commonplace, that it is no longer recognised as an ideology.
- Narrative:** A mode of communication constructed around storytelling, with a beginning, middle and end.

Narrative convergence: Narrative that does not originate from a single textual site, but flows across, between and through a number of different delivery platforms.

Narrative Journalism: Another term for journalism that combines the story elements of fiction with the truth telling of traditional journalism.

Narrative transparency: Textual process by which audiences can project their own values, beliefs, rites and rituals into imported media and make use of these devices.

Narrative tropes: Words, phrases or expressions that recur in particular narratives; for example, the *femme fatale* (sexually attractive but dangerous woman) in crime movies of the 1940s.

Narrowcasting: The distribution of media content to increasingly segmented audiences, to the point where the advertising or media message can be tailored to fit the special needs or consumer profile of members of the targeted audience.

Natsound: Natural sound, recorded on location.

Network-centric warfare (NCW): A new military doctrine or theory of war pioneered by the American Department of Defense, NCW is an emerging theory of war in the information age that seeks to translate an information advantage into a competitive war-fighting advantage through the robust networking of well-informed geographically dispersed forces allowing new forms of organisational behaviour; that is, it forms the model for the World Wide Web.

New Journalism: A term used at various times throughout the history of journalism to describe reporting that stepped out of the accepted conventions of the day. In the twentieth century, the term became synonymous with the radical journalism coming out of America in the 1960s and 1970s.

News agenda: The influence of news providers on the way both members of the public and people in power absorb and react to public events.

News culture: The predominating attitudes and behaviours that characterise the operations of newsrooms and media organisations.

News discourse: The way in which news professionals express ideas in written and spoken language, including their evaluation of such elements as newsworthiness.

News story: Information packaged in order to afford maximum readability; either in the pattern of *beginning-middle-end*, or in the inverted pyramid pattern of *most important-slightly less important-least important*.

News values: Criteria that the media apply to determine if and what information will be produced as news; including impact, proximity, prominence, human interest, novelty, conflict and currency.

Novelty news: News that reveals rare, unusual or bizarre information.

Object: The thing being acted upon in a sentence; the subject of the sentence acts on its object.

Objectivity: The application of observation and experimentation to reality in order to avoid bias or prejudice; the principle that requires journalists to be fair, nonpartisan, disinterested and factual.

Op-ed: Contraction of *opinion editorial*.

Open questions: Questions whose answers can elicit a wide range of responses; usually these questions begin with the words 'Who?', 'What?', 'When?', 'Where?', 'How?' and 'Why?'

Open-source reporting: A way of reporting in which a journalist openly seeks input from readers, in the form of tips, ideas and eyewitness accounts.

Open texts: Texts that have many possible meanings.

- Outro or Back announce:** The announcement made by the live announcer or newsreader after the packaged part of the script has finished.
- Pacing:** The speed at which a reporter, newsreader or presenter speaks.
- Paradigm:** The greatest spread of possible connotations that any signifier can have.
- Parajournalism:** Journalism that is not quite journalism: *New Yorker* staff writer Dwight Macdonald's derogatory term for Tom Wolfe's style of journalism.
- Penny press:** Cheap nineteenth-century newspapers that cost a penny, marketed to the newly literate working class, whose publication led to a dramatic increase in newspaper circulations.
- Performative documentary:** A style of documentary film that is constructed around a performance by the filmmaker.
- Periodical:** A magazine or journal published at regular intervals, such as weekly, monthly or quarterly.
- Pluralism:** Diversity in society, and therefore in the media; pluralist media offer us a wide range of choices.
- Podcast:** A collection of digital media files that is distributed over the Internet using syndication feeds for playback on portable media players.
- Polysemy:** The openness of texts to many different interpretations; a splintering of interpretations.
- Popular media:** Media watched or listened to by the majority of the population; for example, tabloid newspapers, soft news, commercial television and radio, computer games and comic books.
- Portals:** Entry points to the World Wide Web, from which a user gains access to news websites, search engines, email pages and databases.
- Postmodern:** A way of thinking about the world that considers that there is no single true representation of any aspect of the world: rather, there are multiple true ways of making sense of the world.
- Postmodernity:** A type of Western thought that, while sharing the basic ideals of modernity, accepts that a wide variety of groups within a society have different perspectives on society and ways of being in that society, and that these differences should be respected and alternative viewpoints considered.
- PR consultancy:** A company set up specifically to carry out contract public relations (PR) work, in contrast to a PR person who is on the staff of a company or organisation.
- Premodernity:** The mainstream of Western thought until the nineteenth century, its underlying beliefs based on religion, nature and a sense of divine justice.
- PressWise:** Is a UK media watch online site now known as MediaWise.
- Primary text:** The original information that forms the basis of the rest of textual analysis.
- Proactive PR:** (Often called *agenda setting*): the creation of a story, usually a positive story, where none existed; examples include calling a media conference to announce the establishment of a new award, or sending out a media release about the findings of a specially commissioned study.
- Propaganda:** The deliberate, systematic attempt to shape perceptions, manipulate cognitions and direct behaviour to achieve a response that furthers the desired intent of the propagandist.
- Propaganda model:** Noam Chomsky's argument that the mass media is a tool used by its owners and by governments to deliver a capitalist ideology, rather than scrutinise governments and other powerful groups in society.
- Prosumer:** A computer user whose activities, such as influencing the rules of computer games, produce a convergence between a producer and consumer.

- Prominence:** The likely impact of a news item, according to whether the person in the news is already well known.
- Proximity:** The closer the proximity of news to the environment of the person absorbing a news story, the greater the impact of the news item.
- Publics:** In PR, a buzzword that refers to the different audience sectors, such as employees, investors, media, community sectors and government, that often require separate communication skills, with emphasis on dialogue rather than one-way communication.
- Public relations (PR):** The controlled release or exchange of information in various ways and through various outlets, most visibly through the news media.
- Public Relations Institute of Australia (PRIA):** The peak professional body for PR practitioners in Australia.
- Public sphere:** The public spaces of work, leisure, politics, religion, academia and the mass media, where issues and ideas are encountered, articulated, negotiated and discussed as part of the ongoing process of reaching consensus or compromise in democratic societies.
- Public sphericules:** Multiple smaller public spheres, based around particular cultures and subcultures relating to age, sexuality, gender or race, that interconnect with each other.
- Quasar:** A 'shooting star': a celebrity whose popularity remains only for the duration of a major event. The term is scientifically inaccurate, as a quasar is not a shooting star (transitory), but a 'quasi-astronomical object': a mysterious far-off object that might be a star, or perhaps a mini-galaxy in violent turmoil.
- Quote:** A statement attributed to someone; a direct quote is a statement in quotation marks; an indirect quote has no quotation marks.
- Ratings:** Nightly and weekly surveys are conducted to determine how many viewers are watching particular television programs on particular networks. These results are used to attract advertisers and determine programming schedules. The practice of ratings surveys is often referred to as the 'ratings war' between commercial television or radio stations.
- Rational media:** Media that promote political and social debate, including broadsheet newspapers, political pamphlets, hard news reports, political websites and public broadcasters.
- Reactive PR:** Often called 'crisis management', it deals with the fallout of an adverse event, disaster or attack of some kind, to ensure that the damage done to an organisation's public image by the original event is kept to a minimum.
- Reading a text:** The act of interpreting the text; the point at which we start to make meaning.
- Realism:** The way in which media try to represent ideas or situations in ways that members of the audience believe are real.
- Realist filmmaking:** A style of filmmaking, seeking to show great fidelity to real life, often through unscripted dialogue and the use of handheld camera and long takes, necessarily limiting the intrusion of the filmmaker; best seen in the British documentary movement and the neo-realist movement in Italy.
- Receiver:** The text's destination.
- Reception studies:** Studies of the ways in which audiences consume (receive) media.
- Reintermediation:** The reintroduction of a business intermediary: an electronic intermediary, a new business (or businesses) designed to link manufacturers to consumers.
- Representation:** The selection of elements that media communicate to audiences: those aspects of the world that media 're-present' to audiences.

Russian montage: A form of filmmaking, developed in the USSR in the 1920s, based on Sergei Eisenstein's notion of using separate, contrasting images to construct combined new images for the viewer.

Scoop: A news story published or broadcast by a media organisation ahead of its rivals.

Script: The written part of your radio or TV story.

Search engine: A system of searching and analysing the content of all non-hidden websites, analysing the relationship between websites and ranking sites on the basis of links from other highly relevant sites; the most famous search engine is Google.

Segue (pronounced *seg-way*): The transition between elements of a broadcast story or show, including the 'throw' that the news reader uses to introduce a pre-recorded package.

Semiotics (sometimes also referred to as **Semiology** or **Semiotic studies**): The study of the role of signification in communication, including, but not limited to, how meaning is made (both how it is produced and how it is understood by an audience member).

Sender: The text's point of origin.

Seventh art: As an art new to the twentieth century, cinema has been added to the traditional arts, such as painting, sculpture, architecture, poetry, theatre and philosophy.

Shock jock: Talkback radio announcer with an extreme viewpoint, usually right wing, who gains high ratings and wields great political and social power.

Shorthand: A system of rapid handwriting made possible by using abbreviations of words.

Shot–reverse shot: Standard method of showing two actors interacting in films and television: first the image of one speaker, then the image of the other speaker.

Show business: The business of entertainment, especially in the USA, that seeks to strike a balance between the *show* (entertainment spectacle) and the *business* (making a profit).

Show-don't-tell principle: The advice given to all media writers to use interesting material to illustrate a point rather than bluntly state something you want the reader to know.

Sign: A unit of meaning; a structural element of a text that produces meaning(s).

Significance: The impact of a particular media text's representation of the world. It refers to both social and political significance, and is derived from the number of times a media text is referenced in other texts; the more it is referenced, the more significant a media text will become, and the more impact that text's representation of the world will have.

Signification: The **signifier** is the physical part of the sign. The **signified** is the mental part of the sign, the abstract concept represented by the sign. **Signification** is the relationship between the signifier and the signified.

Signposting: Words and sentence structures that show listeners, readers or viewers the context of a story and/or the way in which a listener, reader or viewer should react to it; for example, broadcast news journalists structure their lead stories in such a way as to provide context for the story first before revealing the new thing that has happened.

Sitcom: A contraction of *situation comedy*: a comedy television program, usually based on family life, usually shown in weekly episodes.

Slash fiction: Unauthorised fiction, written by fans of a particular media text, that features characters from that text in narratives that are sexual, often homosexual, in nature.

- Social networking site:** Within the auspices of an overall website, an individual blog that enables participants to post messages, links, videos, music and photos.
- Socialisation:** The process by which individuals are embedded into a culture, consequently learning, absorbing and practising particular characteristics of that culture.
- Soft news:** News (sometimes called infotainment) that does not have a high priority in the news values scale, and encompasses such fields as entertainment, sport, lifestyle, human interest, celebrity and the arts.
- Spin:** The process whereby an organisation or individual ensures that information placed into the public sphere, usually through a PR channel, puts them in the best possible light. This word has a negative connotation, as it implies information manipulation.
- Spin doctors:** People who are paid to bend information to the needs of their bosses or clients, often beyond what a PR person might normally do.
- Spoiler:** A source of information that reveals important details about narrative before the wider audience has had access to it.
- Star:** A celebrity who commands prominence, longevity and power in his or her particular field.
- Statement of theme:** Summary sentence to remind the reader of a feature article of its main idea.
- Stereotype:** An oversimplified, standardised image or idea held by one person or social group about another.
- Structuring absences:** Elements in the text that have meaning despite that or because they have been left out.
- Studio system:** The set of practices that dominated the American movie industry from the 1920s to 1950s, chiefly based around vertical integration and the conception, scripting and production of films with a factory-style efficiency.
- Style:** The overall use of a language, whether written (journalism, broadcasting, television or literature), aural (film and television sound) or oral (radio and TV presentation); in journalism, it combines grammatical rules, journalistic conventions and the individual preferences of writers, editors and managers.
- Subeditor (Sub):** A member of a media organisation who edits and corrects material submitted by other people, such as reporters and columnists.
- Subject:** The 'topic' of a sentence; what is performing an action in a sentence.
- Subjective viewing position:** The taking on of the viewpoint of a character in a text by an audience member; the addressee position actually created as a space within the text itself.
- Subjectivity:** The addressing of reality through individual experience, perception and interpretation; the expression of an individual's point of view.
- S-V-O (subject-verb-object) sentence:** A standard sentence structure in English containing a *subject* (what is acting), the *verb* (the action being taken) and *object* (what is being acted upon).
- Synergy:** The combined marketing of products, owned by the same corporation, such that the total effect is greater than the sum of the parts.
- Syntagm:** The selection that an audience member makes from the paradigms of possible connotations.
- Tabloid:** In a literal sense, a type of newspaper that is smaller and easier to read than a broadsheet paper. The term also refers to the guiding philosophy of many smaller mass market newspapers, which are often more likely to carry sensational news in an informal style.

- Tabloidisation:** News that is made as easy to read and absorb as possible, often featuring photographs accompanied by sensational news delivered in an informal style.
- Talent:** In electronic media, the person interviewed for a story.
- Talkback radio:** Radio programming that includes telephone conversations with members of the audience.
- Technological convergence:** Media intersection enabled by technological development.
- Text:** Anything we can make meaning from.
- Textual analysis:** An educated guess at some of the most likely interpretations that might be made of the text.
- Theory:** The body of rules, ideas, principles and techniques that applies to a particular subject, as distinct from actual practice.
- Throw:** A brief line introducing the person who is about to speak, often the reporter whose voiceover is about to be played.
- Timings:** The times allowed in the script for various sound elements: an overall timing for the whole package, and a timing for the pre-recorded part of the package.
- Transmedia storytelling:** Stories that are told across a number of different delivery platforms, each platform a slightly different aspect of the story.
- Trope:** A word, phrase, expression or image that is used in a figurative way, usually for rhetorical effect.
- Utilitarianism:** The ethical doctrine that the greatest happiness for the greatest number should be the criterion of a virtuous action.
- Verb:** The action word in a sentence, linking the *subject* (what is acting) with the *object* (what is being acted upon).
- Vertical integration:** The ownership by one company of all levels of production in any industry; in the film industry, it was the combined production, distribution and exhibition of films in the USA before the 1950s.
- Virtual community:** An online community where communication is achieved through technology rather than face-to-face interaction.
- Virtual identity:** A fictional identity invented by an online member of a virtual community.
- Virtual reality:** An alternative reality in which a computer user, cut off from everyday reality, communicates with other people only via computer and not through face-to-face contact.
- Virtual space (also Cyberspace):** An alternative space to generally accepted reality, experienced by people interacting with other people and their environment via computer and not through face-to-face contact.
- Virtue ethics:** The emphasis on the virtues, or moral character, in contrast to the duties or rules (*deontology*) or the consequences of actions (*consequentialism*).
- Voiceover, voicer or VO:** The recorded voice of the reporter explaining an aspect of the story.
- Vox pop:** (From the Latin *vox populi*, meaning *voice of the people*): an engagement by interviewers with ordinary people in the street in order to survey their opinions on issues of the day.
- Watercooler show:** Film, or TV or radio program that generates great interest wherever members of the public gather in discussion, especially around the office watercooler.
- Web browser:** The mechanism by which every computer user can navigate the World Wide Web.
- Webzine:** An ezine that appears on the World Wide Web.

Wiki: An online document that allows Internet users to edit the document or add to it; especially, *Wikipedia*.

Wikipedia: An online encyclopedia that is continually edited and added to by its users.

World Wide Web: the digital system that potentially links every computer in the world with every other computer; first named as such in 1991.

YouTube: A user-created online video bank.

Zine: An abbreviation of the word *fanzine*, a contraction of the words *fan* and *magazine*.

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