NARRATIVE AND IDEOLOGY: MEDIA LANGUAGE

NARRATIVE: fictional and/or non-fictional media stories in all media forms. The term ‘story’ refers to all events that contribute to the development and understanding of the narrative as presented through the selected media form.

MEDIA FORM: the category/type and style/genre of a product. This is informed by the media technology and channels that the product is created, produced, distributed, consumed and read within.

MEDIA PRODUCT: the category/type and style/genre of a product. This is informed by the media technology and channels that the product is created, produced, distributed, consumed and read within.

MEDIA TECHNOLOGIES: analogue or digital-used in the construction of media products, impacting on the production process, distribution, consumption and reading of the product.

AUDIENCES: the consumers or users of a media product

CHARACTERISTICS: the distinct decision making in relation to the use of codes and conventions and the communication of meaning specific to the media practitioners and/or genre and/or style of the product

CONSTRUCTION: the process of creating a media product within a particular media form, and the decisions made during that process

DISTRIBUTION: the delivery of the media product to audiences

CONSUMPTION: the taking in of media products by an audience

RECEPTION: the action or process of receiving a media product as an audience member, impacted by a range of different contexts and understood

MEDIA CODE: technical, written and symbolic tools used to construct/suggest meaning specific to the media form and/or media product being analysed. Media Codes include the use of camera, acting, setting, mise en scene, editing, lighting, sound, special effects, typography, colour, visual composition, texts and graphics etc.

MEDIA CONVENTION: rules/accepted ways of constructing media products in specific media forms and/or products being analysed. Media Conventions include—story principles, form and structure, generic conventions/structures, character and story arcs/development, cause and effect, point of view, the structuring of time, titles and credits sequences etc.

IDEOLOGY/IDEOLOGICAL CONTEXT: a system or set of beliefs in which power is produced, distributed and maintained or opposed in a society and/or which produce knowledge that serves the interests of a particular group in society. This forms a ‘lens’, which we can view and read a media product and in particular examine ideas, representations and discourses present in those media products.

INSTITUTIONAL CONTEXT: systems of bodies, rules, regulations, policies, procedures and processes that are a part of how a society works together and the impact that these have on how audience understand and read media products.

SOCIAL CONTEXT: the immediate physical and social setting and/or production place and the impact that it has on the media products produced by that society.

CULTURAL CONTEXT: the impact of cultural views, attitudes and beliefs of the place of production and the audience reading the texts.