MEDIA STUDIES
Glossary of Terms: Codes and Conventions

A
appeal to emotion  an advertising technique when advertisers appeal to those emotional needs experienced by all humans

association  an advertising technique whereby products are associated with the people, values, and lifestyles depicted in the ads

audience  recipient of the intended communication

B
brand extension  extending the brand name to other products

brand equity  money earned by brand name

C
camera angles  the angle, high, straight, or low that a shot is taken

camera shots  the distance between the camera and the subject

camera movement  the movement of the camera position from left to right, forward or backward, up or down, stationary left or right, and zoom in or out.

caption  a phrase, sentence, or short paragraph describing the contents of an illustration such as photos or charts. Photo captions are usually placed directly above, below, or to the side of the pictures they describe.

claim  the verbal or print part of an ad that makes some claim of superiority for the product

codes and conventions  the familiar and predictable forms and techniques used by the media to communicate certain ideas or to convey a desired impression. Technical codes include camera angles, sound, and lighting. Symbolic codes include the language, dress, and actions of characters.

constructed  built, formed, or devised by fitting parts or elements together systematically

copy  text including advertiser's name, sales message, trademark or slogan
D  
deconstruct  to take apart, analyze, or break down a media text into its component parts in order to understand how and why it was created

demographics  common characteristics used for population segmentation including age, gender, post code, and income

F  
fad  a custom, style, etc., that many people are interested in for a short time; passing craze

fear tactic  an advertising technique whereby products are sold based on our fears

G  
genre  kind or type

gender identity  the sex group (masculine or feminine) to which an individual biologically belongs

gender role  the set of behaviors that society considers appropriate for each sex

gender stereotype  an oversimplified or distorted generalization about the characteristics of men and women

H  
headline  the short lines of emphasized text that introduce detail information in the body test that follows

I  
ideology  the doctrines, opinions, or way of thinking of an individual, class, etc.; specifically, the body of ideas on which a particular political, economic, or social system is based; a set of beliefs about the world

J  
jingle  verse or song that repeats sounds or has a catchy rhythm

jolt  a new jolt occurs each time a camera shot changes
L
line extension new products in the same product category using the same brand name

M
media text any form of reproduced communication, from a book, film, or CD, to an ad, a toy, or a T-shirt
mass media the methods of communication used to reach large numbers of people at the same time - TV, newspapers, radio, magazines, films, books, the internet
marketing the process of promoting and selling a product or service based on decisions about what the product image should be and who is most likely to buy it

P
parity product products in which all or most of the brands available are identical
PSA public service announcements
psychographics an analysis of people's attitudes, beliefs, desires, and needs.
popular culture mainstream culture - the arts, artifacts, entertainments, fads, beliefs and values shared by large segments of the society
positioning based upon what the product does and who it is for
Public Service Announcement PSAs are part of the licensing agreement of every commercial television and radio station and produce no advertising revenue. PSAs sell ideas, such as donating to charity, or awareness campaign

R
read to analyze for meaning
representation the way groups are presented in the media and popular culture, often through stereotypical images that affect our views of gender, race, class, age, and ability
<table>
<thead>
<tr>
<th>S</th>
<th>Slogan</th>
<th>short, memorable advertising phrase. When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product.</th>
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</thead>
<tbody>
<tr>
<td>Sex role</td>
<td>A person's sex role is defined partly by genetic makeup but mainly by the society and culture in which the individual lives.</td>
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<tr>
<td>Signature</td>
<td>Contact information</td>
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<tr>
<td>Stereotypes</td>
<td>An unvarying form or pattern; specifically, a fixed or conventional notion or conception, as of a person, group, idea, etc., held by a number of people, and allowing for no individuality, critical judgment, etc.; over-simplified images or representations of people or groups of people based on race, gender, occupation, or age, which can be used to justify our popular attitudes and beliefs.</td>
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<td>Storyboard</td>
<td>A series of sketches of the frames of an event, with the corresponding audio information, and shot list.</td>
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<td>Subheads</td>
<td>Mini-headlines that appear lower in the print ad making the copy easier to read, making the ad more appealing, and helping direct the reader's attention.</td>
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<td>Tag line</td>
<td>A phrase that follows the brand name and it is often at the end of a commercial or the bottom of an ad.</td>
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<tr>
<td>Target audience</td>
<td>Specific groups of people that media producers or advertisers want to reach.</td>
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<tr>
<td>Text</td>
<td>Anything that is read, listened to, or viewed.</td>
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<tr>
<td>Trend</td>
<td>To have a general tendency: said of events, conditions, opinions, etc.</td>
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<td>Value</td>
<td>The social principles, goals or standards held or accepted by an individual, class, society, etc.</td>
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<tr>
<td>Visual</td>
<td>Photo or graphic</td>
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**SOURCE:** [http://www.saskschools.ca/curr_content/media20revision/glossary.html](http://www.saskschools.ca/curr_content/media20revision/glossary.html)
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