

Year 9 Revision Questions – MEDIA

Question	Answer
1. Language: What is typeface?	Another word for font, meaning style and design of typed writing
2. Language: What is the key term for when a camera is placed looking up at the subject?	Low Angle Shot
3. Language: What do we call the type of camera shot where the camera is placed above a subject looking directly down on them?	Bird's Eye View Shot
4. Language: What kind of sound is the dialogue characters say?	Diegetic
5. Language: In a pan, what does the camera do?	Moves to look left or right
6. Representation: What does the word 'representation' mean?	The way someone or something is shown or portrayed
7. Representation: What is the key phrase used to describe a society dominated by men?	Patriarchy
8. Representation: What is the name of the theorist who believes the media often encourages audiences to view women through a 'male gaze'?	Mulvey
9. Representation: What is a connotation?	What the symbol suggests; the second level of representation
10. Representation: What is the key term used for a media product like a newspaper article that does not represent someone or something in a neutral way, but instead shows it in an unbalanced way, often unfairly?	Bias
11. Audience: Which demographics are used to group audiences?	Age, gender, ethnicity
12. Audience: What is the key term for a large audience, including a wide range of people, often into popular products?	Mainstream
13. Audience: What is the key phrase for when an audience rejects the messages in	Oppositional Reading

a media product completely and takes a different viewpoint from the one the producer intended?	
14. Audience: What theorist/s came up with the Uses & Gratifications theory?	Blumler & Katz
15. Audience: What is the key term for a type of audience that tends to sit back and just consume a media product without thinking?	Passive Audience
16. Industries: What is media regulation?	The rules and constraints that apply to media products; what they must, must not, can and cannot do.
17. Industries: What does media convergence mean?	The action of promoting and selling products or services, including market research and advertising
18. Industries: What is marketing?	The action of promoting and selling a text or product, using advertising methods.
19. Industries: What is the key term for the time after which more adult shows may be shown on television?	Watershed
20. Industries: What does the abbreviation USP stand for?	Unique Selling Point