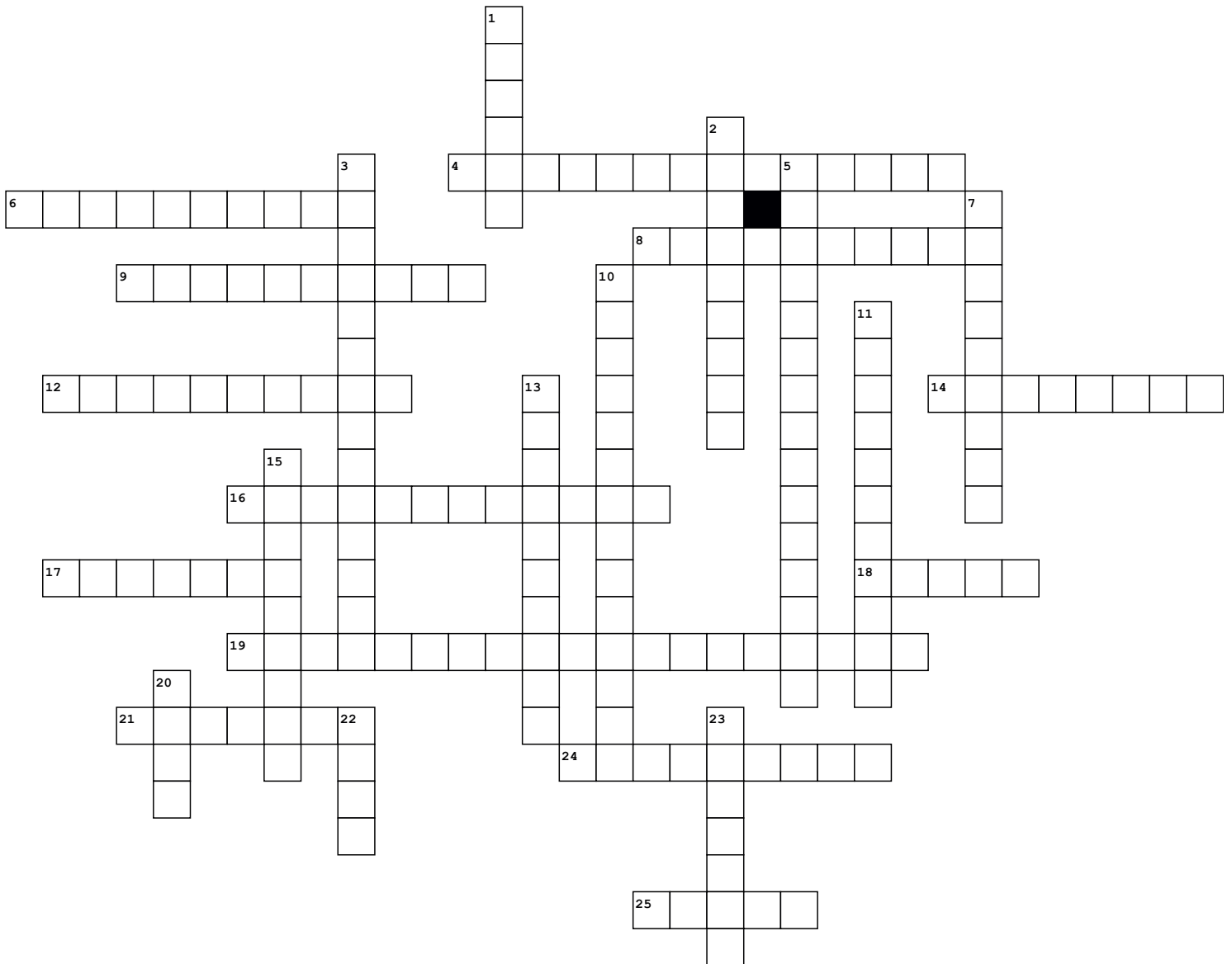


Some major media terms A2



Across

4. realistic; convincing
6. the media language you use to signify something's weird...
8. the process of describing the details of a text
9. what you need to combine to create a clear preferred reading
12. the theorist behind the 'readings' theory
14. the academic who coined the term for when the meaning of one text requiring knowledge of others
16. a corporation with multiple subsidiaries
17. coined the term 'web 2.0'

Down

1. ... Music Group, one of the globally dominant troika of record labels, also Marilyn Manson's real surname
2. a single detail picked out from textual deconstruction for its symbolic meaning
3. framing from roughly the knee to head
5. meaning of one text requiring knowledge of others
7. ... Music Group, one of the globally dominant troika of record labels – you may recall their association with NBC
10. breaking down the media language of a text to understand the processes at work

18. the film industry has its big six (7 if you add Lionsgate), but the music industry has a big ...
19. what a corporation achieves by combining subsidiaries in production, distribution and exhibition
21. (Henry) main theorist behind the concept of convergence
24. when enough signifiers are combined to create a clear reading
25. outlined archetypes present in all narratives
11. the symbolic meaning of a signifier
13. the economic term describing the radical changes brought to industries and their established practices by digitisation, especially modes of distribution
15. when there are many possible interpretations or meanings
20. the video brand created jointly by two of the music industry's hegemonic troika, UMG and SME
22. ...Music Entertainment, one of the globally dominant troika of record labels; the film wing of this giant suffered an embarrassing hack attack
23. narrative theorist with a lot to say about equilibrium