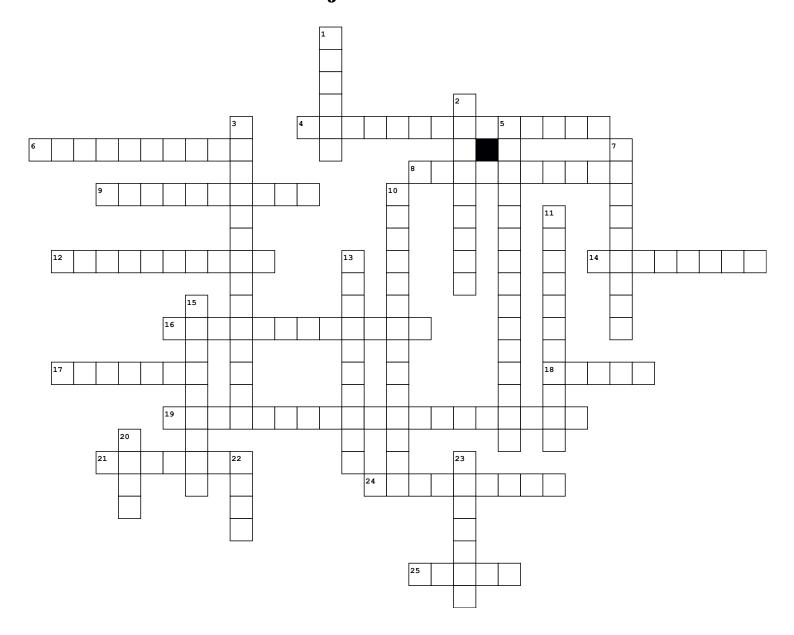
## Some major media terms A2



## 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 combing 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