

General Media Conventions

Home page

The first page of a website that a user will access at a web address. The home page usually contains navigation links to the other pages of the website.

Banner

Usually found across the top of the page. They are also known as ‘sky scrapers’. Typically contain adverts or links to products or services

Drop down Menu

Normally have an arrow at the end of a box. You click on the arrow and see a list of options; making a choice of where to go next

Emerging media

The communication that occurs through digital technology and new platforms with interactive elements, for example podcasts, social media etc.

Below the line advertising

An advertising strategy where the product is promoted on platforms other than radio, television, billboards, print and film.

Blog

A website or web page often created by an individual or small group which is regularly updated, often written in an informal, conversational style.

Brand identity

The image that a brand projects and the associations the audience then make with the brand.

Convergence

The coming together of technologies and institutions to create a new product or media experience. This is often facilitated by digital technologies ie smartphones bring together the facility to performs different functions such as internet browsing, playing music, taking photographs, watching video content etc.



**Knowledge Organiser:
CSP Online, Social & Participatory
Media**

Media language

Character types

Propps, protagonist, binary oppositions within the video games.

Technical Codes

Signs which create meaning. How does Zoella use these in her vlogs?

Semiotics

Signs that help create a brand.

Settings

The environment where the video game is set.

Historical, Social and Cultural Contexts

Kim Kardashian

The emergence of Kim Kardashian as a cultural phenomenon

Lara Croft

The emergence of Lara Croft as a commercial brand

Zoella

How she has emerged as an important cultural and commercial influence.

Media Audiences

Mode of address

The way a media product ‘speaks’ to its audience.

Demographics

The characteristics and make-up of a sample of the population, eg age, gender, nationality.

Active audience

Audiences that, rather than sitting passively in front of a media product, positively interact with what they are seeing and hearing

Passive audience

An audience that just observe events rather than actively respond to it.

NRS: Social Demographic Scale

A system of demographic classification used in the UK.

Psychographic Demographic

Information based on audiences habits, hobbies and values.

Media Industries

Commercial brand

A brand distinguishes an organisation or product from its rivals.

Online presence

Individual that can be found via an online search.

PEGI

Pans European Game Information

Media Representation

Femininity

A set of attributes, behaviours, and roles associated with girls and women.

Masculinity

Possession of qualities traditionally associated with men; handsome, muscled, driven

Social groups

Upper, Middle, Lower class social groups represented within the game