

DEFINITION OF TERMS

- 🔍 **MEDIA**– THE PLURAL OF MEDIUM, OR MULTIPLE MEDIUMS.
- 🔍 **MEDIUM**– A SUBSTANCE OR A METHOD IN WHICH SOMETHING IS COMMUNICATED; IT'S THE VEHICLE FOR A MESSAGE
- 🔍 **MEDIA LITERACY**– THE ABILITY TO ACCESS, ANALYZE, EVALUATE, CREATE AND ACT USING ALL FORMS OF COMMUNICATION.
- 🔍 **MEDIA MESSAGES**–THE VALUES AND IDEAS THAT ARE PROMOTED BY THE MEDIA, THE THINGS THAT GET PUT INTO THEM.
- 🔍 **MEDIA EFFECTS**–THEIR INFLUENCE AND CONSEQUENCES ON AUDIENCES.
- 🔍 **TEXTUAL DETERMINISM**– THE IDEA THAT A MESSAGE'S MEANING IS INEVITABLY SENT AND RECEIVE IN ITS ENTIRELY, JUST AS INTENDED, EVERY TIME.
- 🔍 **CULTURAL DEFENSIVENESS**– WHERE CERTAIN TYPES OF MEDIA ARE SAID TO HAVE LESS CULTURAL VALUE THAN OTHERS.
- 🔍 **POLITICAL DEFENSIVENESS**– IS USED WHENEVER SOMEONE IS WORRIED THE MEDIA MIGHT BE SECRETLY SWAYING OPINION OR GUIDING PUBLIC ACTION–LIKE PROPAGANDA, SUBLIMINAL MESSAGES.

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- Q **MORAL DEFENSIVENESS**– WHERE THE EFFECTS OF SEX, VIOLENCE, AND CONSUMERISM IN MEDIA ARE THE BIGGEST CONCERN.
- Q **SCHEMA**– A THROUGH PATTERN; A WAY THE BRAIN UNDERSTANDS A TASK, THE DESIRED OUTCOMES OF THAT TASK, AND THE STRATEGY FOR GETTING THERE.
- Q **ADVERTISEMENT**– A PUBLIC NOTICE PROMOTING A PRODUCT, EVENT, OR SERVICE.
- Q **PUBLIC RELATIONS (PR)**– THE MANAGEMENT OF THE RELATIONSHIP BETWEEN THE PUBLIC AND A BRAND.
- Q **MARKET RESEARCH**– EXPERIMENTS CARRIED OUT TO DISCOVER WHAT MAKES US WANT TO BUY THINGS.
- Q **COPYRIGHT**– GIVES CREATORS OF MEDIA THE EXCLUSIVE RIGHTS TO THEIR CREATIONS.
- Q **DIGITAL MILLENNIUM COPYRIGHT ACT**– IT DOES GIVE COPYRIGHT HOLDERS THE ABILITY TO MAKE CLAIMS AGAINST CONTENT ON DIGITAL PLATFORMS.
- Q **FAIR USE**– ITS WHERE THE PUBLIC CAN EXERCISE ITS FIRST AMENDMENT RIGHTS BY USING OTHER'S WORK WITHOUT PERMISSION

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- Q **PURPOSE AND CHARACTER**– LIKE SHOWING A FILM CLASS, ARE PROTECTED UNDER FAIR USE BECAUSE THEY'RE NOT FOR COMMERCIAL PURPOSES.
- Q **NATURE OF THE WORK**– COPYRIGHTED WORK, COPYRIGHT LAW IS MEANT TO ENCOURAGE CREATIVE EXPRESSION
- Q **AMOUNT USED**– IF THE USE EMPLOYS A TINY PROPORTION OF THE COPYRIGHTED WORK, IT'S MORE LIKELY TO BE DEEMED FAIR
- Q **THE PUBLIC DOMAIN**– THERE'S AN EXPANSES OF THE MEDIA WORKS THAT ARE AVAILABLE IN THE PUBLIC.
- Q **PROPAGANDA**– INFORMATION USED TO PROMOTE A PARTICULAR POINT OF VIEW, CHANGE BEHAVIOR, OR MOTIVATE ACTION. SOMETIMES THAT INFORMATION IS FACTS AND IDEAS, SOMETIMES IT'S OPINIONS, OR INTENTIONALLY MISLEADING OR BIASED
- Q **DISINFORMATION**– USED TO CONFUSED DISTRACT THE INTENDED AUDIENCE USING DELIBERATELY FALSE OR MISLEADING INFORMATION.
- Q **MISINFORMATION**– UNINTENTIONALLY INACCURATE INFORMATION; ACCIDENTS, OR MISTAKES IN REPORTING.

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- Q **PHAEDRUS**– A DIALOGUE THAT HE COMPOSED AROUND 370 BCE, WRITTEN BY PLATO, IS A DIALOGUE BETWEEN PLATO'S PROTAGONIST, SOCRATES AND PHAEDRUS, AN INTERLOCUTOR IN SEVERAL DIALOGUES
- Q **PROTEST REFORMATION**– IT WAS A RELIGIOUS MOVEMENT REFORM MOVEMENT THAT SWEEPED THROUGH EUROPE IN THE 1500S
- Q **PENNY PRESS**– NEWSPAPERS WERE CHEAP, TABLOID STYLE NEWSPAPER MASS-PRODUCED IN THE UNITED STATES FROM THE 1830s
- Q **YELLOW JOURNALISM**– IT IS BASED UPON SENSATIONALISM AND CRUDE EXAGGERATION.
- Q **NEWS LITERACY**– IS THE SET OF SKILLS NEEDED TO NAVIGATE NEWS MEDIA SPECIFICALLY: WHAT SOURCES ARE TRUSTWORTHY, HOW TO SHARE NEWS RESPONSIBLY, AND HOW NEWS IS GATHERED.
- Q **COGNITIVE LOAD**–THE AMOUNT OF TIME AND ATTENTION NEEDED TO FINISH A TASK.
- Q **PRIOR KNOWLEDGE**– EACH TIME WE TAKE A BIT OF INFO AND COMPLETE THE PICTURE USING PRIOR LIFE EXPERIENCES AND KNOWLEDGE.

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- Q **WEB COOKIE**– WHICH MADE THESE ADS EVEN STRONGER
- Q **PRE COOKIE**– ADVERTISEMENTS PUT THEIR TARGETS IN PRETTY BROAD DEMOGRAPHIC BUCKETS, BUT NOW THEY COULD NARROW THAT IMMENSELY
- Q **ADDRESSABLE ADVERTISING**– SOMETIMES REFERRED TO AS BEHAVIOR TARGETING,
- Q **IP ADDRESS**– A UNIQUE SET OF NUMBERS USED TO IDENTIFY YOUR COMPUTER AS YOU BROWSE THE WEB
- Q **PARTNERING**– THAT MEANS THEY'VE GETTING MONEY TO PROMOTE THAT BRAND.
- Q **AMAZON**– IT IS AN E-COMMERCE PLATFORM, PROVIDES THE INTERNET INFRASTRUCTURE FOR OF TOP COMPANIES TONS.
- Q **CAMPAIGNS**– PLANNED, SYSTEMATIC EFFORTS TO INTENTIONALLY PERSUADE US OF CERTAIN BELIEFS OR TO ACT A CERTAIN WAY