1. Legacy Media
   1. This refers to the “old” formats that predate the digital era such as newspapers(print), photography, radio, television,etc.
   2. These formats served many affordances such as physically touching a newspaper, being able to hold and move the newspaper. Maybe you wanted to play the cross puzzle but wanted to grab a dictionary to spell the word correctly, you could physically move it.
2. Inscription/transmission/representation
   1. Inscription refers to the inscribing of a physical material or a type of medium in which the appropriate technology is used. The action or process is transmitting something in which representation takes place or a state of being is displayed.
   2. A newspaper is a fundamentally a piece of paper that current events are inscribed which a message is transmitted and the text itself is representing that information in which makes it’s own medium. We can also so that about iPads, where the screen displays and inscription and depending on the app you’re on, it will transmit information in a representationally way.
3. Message/signal/noise
   1. Message is written, verbal or recorded types of communication that can be left for someone else. Messages can be passed with a signal, in which a form of patterned data is perceived by a machine or human and a messaged is inscribed and transmitted such as a television. Noise can occur, in which some unwanted static or noise gets through and not the meaningful part of the message.
   2. We can think about a FM radio. When you tune into a radio station and you get far away from the broadcast zone, you won’t be able to listen to the message or song because the signal is getting weak in which you will get some unwanted static noise since the transmission isn’t able to transmit all the packets of information.
4. Discourse communities
   1. A group of people communicate and share the same ideas. These groups can share basic values and assumptions.
   2. I belong to a photography group on a Facebook group and we have a language that most people won’t understand if they’re not familiar with photography terms. We also share pictures and ideas that are very similar and we help each other reach goals or achievements.
5. Transparent (transparency)
   1. Transparency is having feelings, thoughts that are easily perceived such as a tool or interface which can feel as if it disappears awareness to the user.
   2. I have been driving a package car for UPS for over seven years and the controls on my truck feel transparent to me because I have spent so much time learning that vehicle. It almost comes second nature to me.
6. Connotative (connotation) –
   1. A word that can signify an associated meaning or a secondary meaning in addition to the main meaning.
   2. Take the word, slim. It can mean skinny, slender or thin. They all have the same denotative meaning but each of these words has a different connotative meaning.
7. Ritual/transmission model/ semiotics
   1. Ritual is a series of actions or patterns of interaction that are usually performed in a predictable or prescribed manner among members of a culture. Semiotics is the study of signs for understanding what they mean and how that meaning is constructed within a specific cultural context. A transmission model describes communication as a linear process where the sender encodes a messages and then transmits it through a channel to a receiver who decodes it.
   2. We can hear something over a radio and then rely that message to someone over a cellphone.
8. Graphical user Interface (GUI)
   1. Is a way to visually see and interact with a computer. GUI’s can display familiar icons, windows, menus, etc.
   2. Computer would not be user friendly without GUI’s. Computer without GUI’s usually have a command line interface that can be hard for the everyday user. GUI’s make it easier for everyone because of the affordances it achieves with simple and familiar icons that a user can use to interact with a computer.
9. Avatar
   1. An avatar is an icon or figure that represents a person in electronic communication mediums such video games or online forums.
   2. I have an icon for my Google docs avatar so people can identify me.