

MEDIA AUDIENCE Terminology Checklist

TERM	RED	AMBER	GREEN
Media effects:			
Uses and gratifications			
Hypodermic needle theory			
Moral panic			
Cumulation			
Media literacy.			
Bandura's ideas and theories on media effects:			
Social learning/Imitation			
Cultivation theory:			
Socialisation			
Standardisation			
Enculturation			
Bardic function.			
Gerbner's ideas and theories on cultivation theory:			
Cultivation differential			
Mainstreaming			
Resonance			
Mean World Index.			
Reception theory:			
Agenda setting			
Framing			
Myth making			
Conditions of consumption.			
Hall's ideas and theories on reception theory:			
Encoding/decoding			
Hegemonic/negotiated/oppositional			
Fandom:			
Prosumer			
Interactivity.			
Jenkins' ideas and theories on fandom:			
Participatory culture			
Textual poaching			
'End of audience' theories:			
Digital natives			
'We the media'			
Web 2.0			
Convergence			
Prosumer.			
Shirky's ideas and theories on 'End of audience':			
Mass amateurisation			
Cognitive surplus			

MEDIA INDUSTRIES Terminology Checklist

TERM	RED	AMBER	GREEN
Power and media industries as summarised by Curran and Seaton			
Regulation			
Deregulation			
Free market			
Media concentration			
Public Service Broadcasting (PSB)			
Globalisation			
Conglomerates			
Neo-liberalism			
Surveillance			
Privacy			
Regulation as summarised by Livingstone and Lunt			
Public sphere			
Governance			
Regulation			
Public interest/PSB			
Media literacy			
Power			
Value			
Transnational culture			
Globalisation			
Cultural industries as summarised by Hesmondhalgh			
Cultural industries			
Commodification			
Convergence			
Diversity			
Innovation			
Conglomeration			
Vertical integration			
Cultural imperialism.			