

Key Words and Theories for GCSE Media Studies

Theories

Steve Neale – Repetition & Difference

Propp – Propp's character types

Todorov – equilibrium, disruption, new equilibrium

Strauss – binary opposition

Barthes – enigma codes

Laura Mulvey – Male Gaze

Stuart Hall – Reception Analysis Theory

KEY THEORY – Bulmer & Katz Uses & Gratifications

Key words

Active audience

Anchorage

Augmented reality

Binary Opposites

Brand identity

Consumerist messages

Convergence

Demographic

Direct mode of address

Enigma code

Gatekeepers

Horizontally integrated

Hybrid

Hyper masculinity

Intertextuality

Linear narrative

Mediation

Multi-strand narrative

Non-linear narrative

Patriarchal

Polysemic

Self-regulated

Synergy

Tent pole film

Vertically integrated