

MEDIA LANGUAGE Terminology Checklist

TERM	RED	AMBER	GREEN
Semiotics			
Sign			
Signifier			
Signified			
Dominant signifier			
Icon			
Index			
Code			
Symbol			
Anchorage			
Ideology			
Paradigm			
Syntagm			
Barthes' ideas and theories on semiotics:			
Signification			
Denotation			
Connotation			
Myth			
Narratology:			
Narrative Codes			
Narration			
Diegesis			
Quest narrative			
'Character types'			
Causality			
Plot			
Masterplot.			
Todorov's ideas and theories on narratology:			
Narrative structure			
Equilibrium			
Disruption			
New equilibrium.			
Conventions and rules			
Sub-genre			
Hybridity			
Genre theory as summarised by Neale			
Genres of order and integration			
'Genre as cultural category'.			
Structuralism - Lévi-Strauss' ideas and theories on structuralism:			
Binary oppositions			
Mytheme			
Cultural codes			
Ideological reading			
Deconstruction			
Postmodernism:			
Pastiche			
Bricolage			
Intertextuality			
Implosion.			
Baudrillard's ideas and theories on postmodernism:			
Simulacra			
Simulation			
Hyperreality			

MEDIA REPRESENTATION Terminology Checklist

TERM	RED	AMBER	GREEN
Theories of representation:			
Positive and negative stereotypes			
Counterotypes			
Misrepresentation			
Selective representation			
Dominant ideology			
Constructed reality			
Hegemony			
Audience positioning			
Hall's ideas and theories on representation:			
Encoding/decoding			
Theories of identity as summarised by Gauntlett			
Fluidity of identity			
Constructed identity			
Negotiated identity			
Collective identity			
Feminist theories:			
Male gaze			
Voyeurism			
Patriarchy			
Sexualisation/Raunch Culture			
Post-feminism			
Female gaze.			
Van Zoonen's ideas and theories on feminist theory:			
Gender and power			
Gender as discourse.			
hooks' ideas and theories on feminist theory:			
Intersectionality.			
Theories of gender performativity:			
Sex and gender.			
Butler's ideas and theories on gender performativity:			
Gender as performativity ('a stylised repetition of acts')			
Gender as historical situation rather than natural fact			
Subversion.			
Theories around ethnicity and postcolonial theory:			
Cultural imperialism			
Multiculturalism			
Imagined communities			
Marginalisation			
Orientalism			
Otherness (alterity).			
Gilroy's ideas and theories on ethnicity and post-colonial theory:			
Diaspora			
Double Consciousness			