



# Specialist Subject Vocabulary-Media



**Codes and conventions**

The detailed rules of the genre. The micro and Macro aspects we expect when we hear a genre name.

**Binary opposition**

The pairing of two linked opposites set against each other in thought, politics, culture etc e.g. good/evil, man/woman, old/young etc.

**Prefix: bi** - two

**Suffix: tion** - act, process or result

**Macguffin**

An object, the securing of which drives the narrative forward. The object in which the plot revolves around.

**Iconography**

Refers to the characteristic feature of a genre, the things you expect to see and sounds you expect to hear that taken together collectively tell you the type of film, or genre you are watching.

**Verisimilitude**

The state of appearing to be real or true; the appearance of truth or reality.

**Prefix: veri** - truth; simil - same, like

**Suffix: tude** - state, condition

**Formulaic**

Where a film contains the same ingredients as others.

**Ideology**

A system of beliefs or ideas which can influence policy or behaviour.

**Suffix: ology** - study of

**Root Word:** idea

**Archetype**

An original or typical version of something.

**Prefix: arche** - old, from the beginning, original, chief

**Root Word:** type

**Representation**

The act of portraying a person or thing in a certain way.

**Suffix: tion** - act, process or result

**Root Word:** present

**Franchise**

Where a film and its often planned, sequels are part of a larger business entity.



# Challenge Vocabulary-Media



## **Conglomerate**

An organisation made by merging several varied businesses.

**Prefix:** **con** - together

**Suffix:** **ate** - to make into, become

## **Cinematography**

The technique of photography and camerawork in film-making.

**Root Word:** cinema; graph – written.

## **Mise en scene**

The whole arrangement of a scene, e.g. set design, lighting, costumes, etc. (French = 'putting on stage')

## **Antagonist**

An opponent or enemy.

**Prefix:** **anti** - against, opposite

**Suffix:** **ist** - a person or thing

## **Protagonist**

The chief person in a story; a person who actively supports a cause or idea .

**Prefix:** **proto** - first, earliest

**Suffix:** **ist** - a person or thing

## **Diegetic sound**

A sound that we might expect to hear in a particular scene.

## **Non-diegetic sound**

A sound that does not normally belong in a particular scene.

## **Connotation**

The act or result of giving something a symbolic meaning, e.g. a flower meaning 'romance'.

**Prefix:** **co / con** - together, with

**Suffix:** **tion** - act, process or result  
**Root Word:** note

## **Demographic**

The measurable characteristics of a group, e.g. age, gender, income level, etc.

**Suffix:** **ic** - to do with, like

**Root Word:**  **demos** - the people (Greek); graph - written

## **Enigma**

A narrative device that teases the audience by presenting a puzzle or riddle to be solved.