**Media Studies 120 Exam Review**

**June 2015**

**Module 1**

Six Roles of Mass Media

* Supply information about important events…
* Influence what we talk and think about
* Allow us to expand our personal experiences
* Show us images we come to accept as normal
* Persuade us to buy products
* Entertain us

Four Principles of Media

* Construct Reality
* Forms, codes, and conventions
* Present ideologies and value messages
* Businesses that have commercial interests

**Terms (define and give examples)**

Media, mass media, target audience

**Module 2 Media and the Internet**

**Terms: ( define and give examples)**

Popular culture

Digital trail

Cookies

Raw data

Data mining

Loyalty program

Privacy act

Information

Footprint

\*How to protect your digital trail

**Module 3 Advertising**

Advertising Techniques

* Ambient
* Stealth Endorsers
* Naming Rights
* Targeted advertising
* Cross Merchandizing
* Product Placement
* Digital Advertising

Psychological reasons for Advertising

* Acquire status and power
* Survive
* Belong to a tribe
* Attract a mate
* Protect your family

Advertising Strategies

* Sex
* Viral Marketing
* Testimonials
* Endorsements

Logos Color Emotion Guide

Advertising Approaches

* Inform
* Capture Attention
* Associate
* Repeat
* Promote Benefits
* Exploit subconscious benefits
* Entertain

Advertising Claims

* The unfinished claim
* The weasel word claim
* The “we’re different” claim
* The water is wet claim
* The vague claim
* The endorsement or testimonial claim
* The scientific or statistical claim
* The compliment the consumer claim
* The rhetorical question claim

**Module 4 Film and Television**

Elements of Film

* Characters
* Setting
* Action
* Camera angles
* Lighting
* Sound
* Production roles
  + Producer
  + Director
  + Writers
  + Actors
  + Camera operators
  + Editor

**Programming and Funding**

Explain cycle :



**Canadian Television (qualifications)**

**Film Production Process**

* Pre- Production
* Production
* Post- production
* Distribution

**Ratings**

* Definition
* How they affect time slots and advertising prices
* How they are acquired, and by whom