**Media Studies 120 Exam Review**

**January 2016**

**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

Advertising Techniques

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

Advertising Strategies

* Sex
* Viral Marketing
* Testimonials
* Endorsements

Logos Color Emotion Guide (Provided)

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

***Elements of Film***

* Characters
* Setting
* Action
* Camera angles (see glossary)
* Lighting
* Sound

***Production Roles***

* + Producer
	+ Director
	+ Writers
	+ Actors
	+ Camera operators
	+ Editor