

SUBJECT: Media

UNIT: Online, Social and Participatory Media



Key Terminology

- **Digital Media:** Media that use digital technologies, such as computers and the internet.
- **Social Media:** Online platforms that allow users to create and share content.
- **User-Generated Content (UGC):** Content created by users, rather than professional media producers.
- **Viral Marketing:** A marketing technique that uses social media and other online platforms to spread a message quickly.
- **Cyberbullying:** The use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature.
- **Digital Divide:** The gap between those who have access to digital technology and those who do not.
- **Algorithm:** A set of rules or instructions that a computer follows to solve a problem or complete a task.
- **Clickbait:** Content designed to attract attention and encourage clicks, often at the expense of quality or accuracy.

Key Concepts

- **Convergence:** The merging of different types of media, such as television, radio, and the internet.
- **Interactivity:** The ability for users to interact with media content.
- **Participation:** The involvement of users in creating and sharing media content.
- **Digital Literacy:** The ability to use digital technology effectively and critically.
- **Online Identity:** The way that people present themselves online.
- **Data Privacy:** The protection of personal information stored on digital devices and online.
- **Online Safety:** The practice of staying safe online, including protecting personal information and avoiding cyberbullying.

Analysis Techniques

- **Semiotic Analysis:** Analysing the signs and symbols used in digital media.
- **Audience Analysis:** Analysing the target audience of a website or social media platform.
- **Textual Analysis:** Analysing the language, imagery, and layout of digital media content.
- **Contextual Analysis:** Analysing the historical, cultural, and social context of digital media.