# **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.