

Concept	Definition
Agenda setting	The ability of professionals in the media, including editors and owners to determine what areas of news and /or what subjects will form the basis of the content of newspapers, television programmes, radio programmes and other media outlets.
Catharsis	The way/s in which watching violence on the media can provide people with a safe way of releasing any aggressive feelings they may have.
Celebrity culture	A focus on the way of life of the very wealthy, often those living on unearned or inherited wealth.
Desensitization	Concerned with the depiction of violence in the media and ways in which excessive use of violent images may or may not sensitize people to violence.
Fake news	The view that the media can deliberately choose to misinform the public with regard to certain events or topics. This is done in order to sell print media or sell space to advertisers and thereby increase profits.
Gate-keeping	The way in which the media does not cover all news which means the agenda setters are able to control what the general public have access to.
Globalization	The ways in which people are interconnected via culture, politics and economics.
Ideological state apparatus	The institutions that serve the state in persuading people to support the dominant ideology. Institutions such as the media, education and religion.
Male gaze	The gaze is the way we look at visual objects and the male gaze, which originated in the 1970s in the film industry, is the notion that women are viewed in a sexualised way by heterosexual men and this therefore objectifies women and empowers men.
Media imperialism	The media which emanates from large and powerful countries such as the US dominates the global stage and diminishes the identity of smaller, less powerful nations.
Moral panic	The way in which the media exaggerates or over reacts to certain groups or events, this can then cause public anxiety.

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New media	Digital technology has led to new screen based media. These include mobile phones, websites and computers which are interactive.
News values	News values are the values and assumptions of journalists and editors and owners upon which their decisions as to what to focus on in the media are predicated.
Newsworthiness	The extent to which a story is considered worth publishing. Newsworthiness is based on news values as well as on stories and events which may increase sales/audience figures.
Opinion leader	Those with some status who are able to influence others. They tend to be what is described as an active media user and who then can influence 'lower end' media users.
Pester power	This is the constant demands made by children on their parents to purchase what they have been exposed to in adverts and in the media generally.
Stereotyping	A process of deciding what a person or social group may be like based on a set of characteristics which may not always be true.
Symbolic annihilation	The way in which the media may ignore a social group or simply portray them in stereotypical ways.