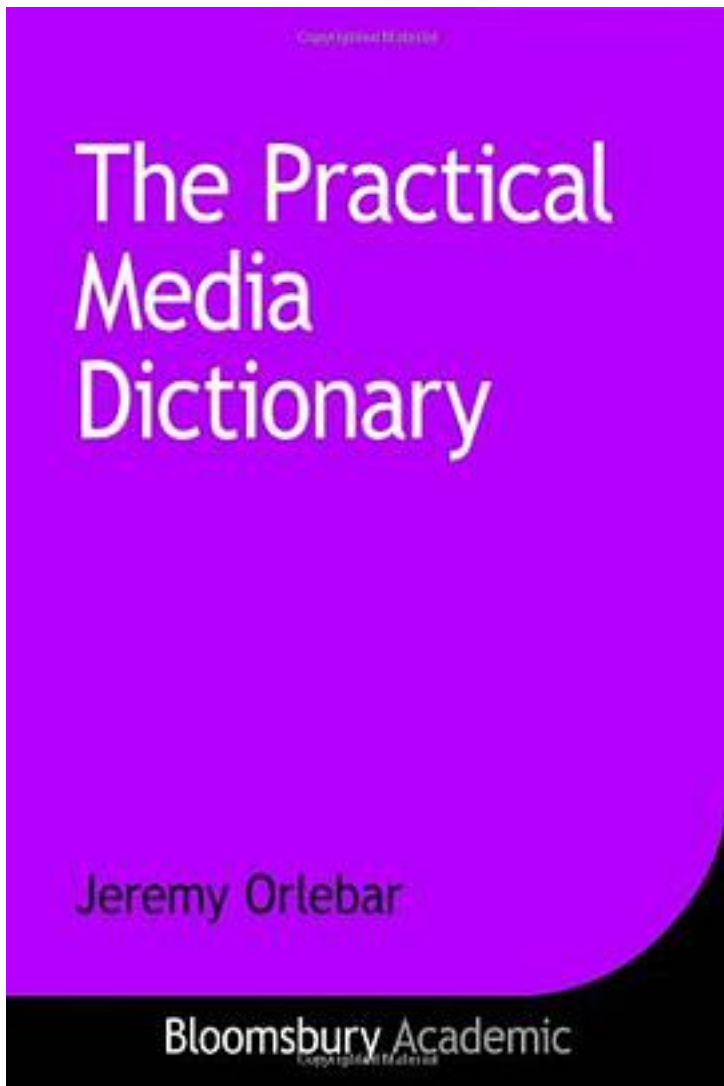


The Practical Media Dictionary



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Whether you are creating a poster with a desktop publishing package, making an animated film, working with computer-generated graphics or producing a sophisticated drama on digital video, virtually all media and multimedia courses will have elements of practical work. The difficulty for students and new entrants to the industry is that the day-to-day working language, the customised roles and the specific deployment of skills and specialist activities can seem at first daunting and impenetrable. "The Practical Media Dictionary" is an essential guide to understanding how the media works and how people in the media talk to each other about their industry. It makes the media accessible. It untangles the jargon, and provides you with the knowledge to participate in the production of practical media products. The definitions are clear, uncomplicated and easy to understand relying on very little previous media knowledge. Technical terms are fully explained in everyday language. It includes specialist jargon found in a TV studio, and on location. It includes features such as: The vocabulary of radio production; terms used in multimedia; specialist language of film production; comprehensive job and skills definitions; and frequently accessed organisations associated with practical media production. If you are studying or starting work in the media, this dictionary is an essential companion and a comprehensive guide to successful and practical media production.

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