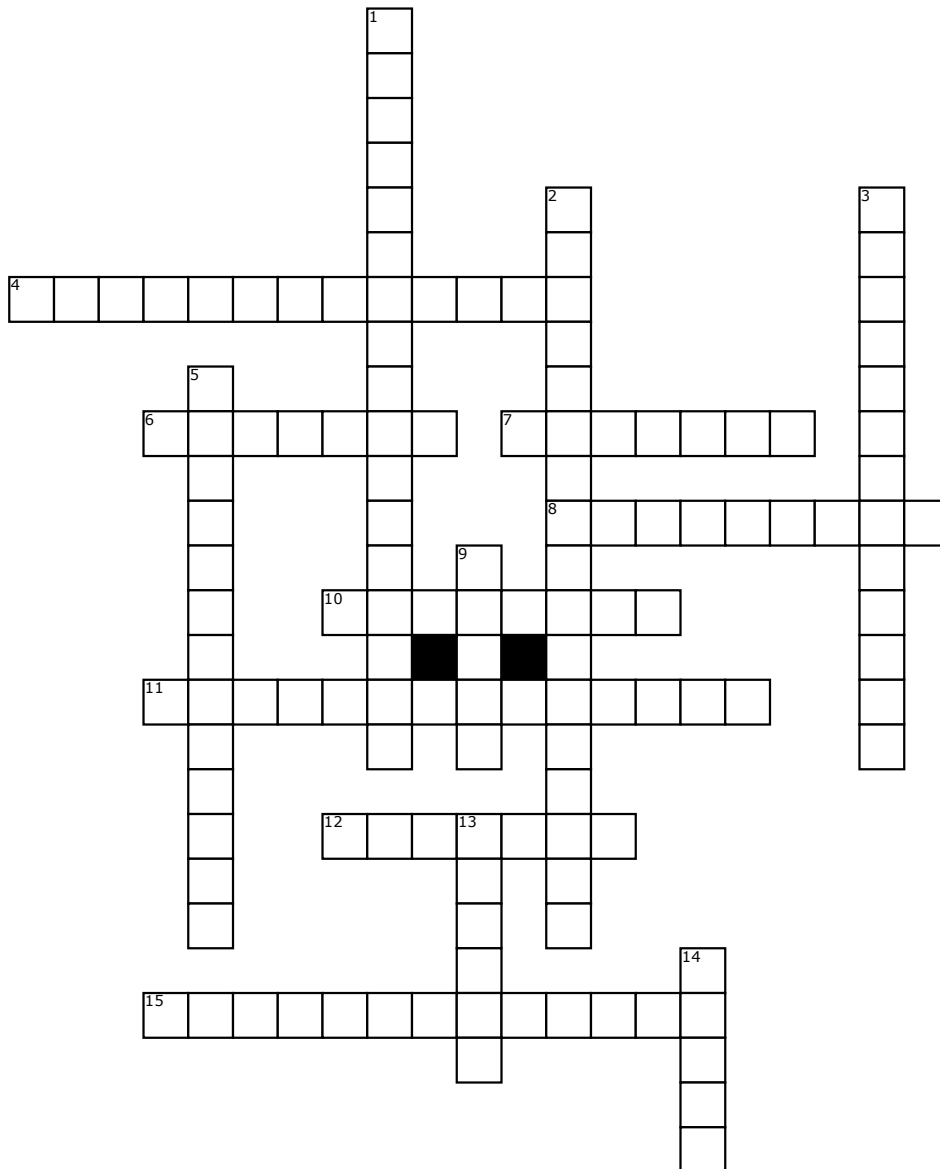


Name: _____

A2 Theory Crossword



Across

4. balancing cultural identity with mass appeal

6. story is constructed to position an audience to care about a hero and their search for resolution

7. when brand image uses a star image to establish or reinforce brand values; both should benefit

8. saturated media channels means audiences create their own media schedules based on their own ideologies

10. the repetition of dominant ideology so audiences accept these as right and normal

11. gender is a social construct and subject to change so should not be seen as binary

12. stars _____ where stars have to be simultaneously out-of-reach and relatable

15. women are taught to strive for power based on sexualisation

Down

1. gradually influencing audience ideology through repetition of the same messages

2. tensions created by defined opposites to position the audience

3. a homogenised culture as a result of mass communication

5. A return to form with ironic selfawareness

9. theorist who define repatoir of elements

13. a singular artist who distinctively controls all aspects of a collaborative creative work

14. The internet categorised by its producer audience two way relationship