

NLESD, Labrador Region  
English 3201 Glossary of Terms  
Complete List

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## **SECTION 1: LITERARY TERMS**

**Allergy**: a form of extended metaphor, in which objects, persons, and actions in a narrative, are equated with the meanings that lie outside the narrative itself. The underlying meaning has moral, social, religious, or political significance, and characters are often personifications of abstract ideas as charity, greed, or envy. It is a story with two meanings, a literal meaning and a symbolic meaning. (For example, in Tennyson's "The Lady of Shallot", the lady represents the artist who is isolated from the real world.)

**Alliteration**: the repetition of consonant sounds at the beginning of words in close proximity. (Example: He was a bouncing baby boy.)

**Allusion**: a reference, within a literary work, to another work of fiction, a film, a piece of art, or even a real event or person. An allusion draws on outside sources to provide greater context or meaning to the selection.

**Analogy**: a comparison of an unfamiliar object or idea to a familiar one in an attempt to explain or illuminate the unfamiliar.

**Anecdote**: a brief story or account of a single incident without the elaboration (character development, figurative language, symbolism, etc.) Of a short story.

**Antagonist**: the character, force, or collection of forces in fiction or drama that opposes the protagonist and gives rise to the conflict of the story; an opponent of the protagonist.

**Apostrophe**: a figure of speech in which someone absent or dead or something nonhuman is addressed as if it were alive and present and could reply. For example, in Romeo and Juliet, Romeo says, "I defy you stars!"

**Assonance**: the repetition of similar vowel sounds in different words in close proximity. Example: The deep green sea...

**Atmosphere**: the feeling surrounding a literary work. For instance, the atmosphere in the witches' scene in the play Macbeth is quite dark and ominous.

**Cacophony**: refers to harsh, unpleasant sounds that are used in poetry, often to create an effect. Example: The canon cracked.

**Character**: an imaginary person that inhabits a literary work. Literary characters may be major or minor, static (unchanging) or dynamic (capable of change).

**Characterization**: is the means by which writers present and reveal character.

- Direct characterization occurs when an author states explicit information that reveals a character. Example: Jack was a shy boy with an easy smile and a charming way.
- Indirect characterization: The author reveals a character by what he/she says, what he/she does, what other characters say about him/her, and sometimes, by a name or a nickname. (Example: The name "Piggy" in The Lord of the Flies may help in character revelation.)

**Climax**: is the highest point of tension in a work; the turning point before the plot is resolved.

**Complication**: A series of difficulties forming the central action in a narrative.

**Conflict**: the struggle between two opposing forces within a work.

- **Internal conflict** involves a struggle within (a person versus self). Examples of this include guilt, fear, indecision, et cetera.
- **External conflict** involves the struggle of a character with an outside force (person versus nature, person versus person, person versus society, et cetera).

**Connotation:** the connotation of a word involves the attitudes and feelings associated with a word. These associations can be negative or positive, and have an important influence on style and meaning. For most people, the word mother calls up very strong positive feelings and associations--loving, self-sacrificing, always there for you, understanding; the denotative meaning, on the other hand, is simply "a female animal who has borne one or more children." Of course connotative meanings do not necessarily reflect reality; for instance, if someone said, "His mother is not very motherly," you would immediately understand the difference between motherly (connotation) and mother (denotation).

**Consonance:** the repetition of similar consonant sounds, especially at the ends of words, as in lost / past, confess /dismiss, middle / muddle.

**Denotation:** the dictionary meaning of a word. Writers typically play off a word's denotative meaning against its connotations, or suggested and implied associational implications.

**Diction:** the selection of words in a literary work. A work's diction forms one of its centrally important literary elements, as writers use words to convey action, reveal character, imply attitudes, identify themes, and suggest values.

**Dominant impression or image:** in descriptive writing one dominant person or overall feeling should prevail. (i.e., that of terror, beauty, etc.).

**Epiphany:** it is a moment of enlightenment that may be caused by an everyday event or occurrence.

**Eulogy:** a speech or writing in praise of a person who has died.

**Euphony:** is soothing, pleasant, harmonious sounds, especially words spoken in combination.

**Extended metaphor:** a metaphor that is used throughout a work or is continued for a few lines of a selection.

**Fable:** a tale, especially one with animals as characters conveying a moral.

**Figurative language:** a form of language use in which writers and speakers convey something other than the literal meaning of their words. Examples include hyperbole or exaggeration, understatement, simile and metaphor, which employ comparison, and synecdoche and metonymy, in which a part of a thing stands for the whole.

**Flash fiction:** a very short piece written in prose, often focusing on a particular incident, thought, or epiphany. It does not involve elaborations of characterization and plot in a short story and has some characteristics of poetry in its focus on a particular meditation or incident.

**Flashback:** an interruption of a work's chronology to describe or present an incident that occurred prior to the main time frame of a work's action.

**Foil:** a character whose qualities or actions serve to emphasize those of another character (usually the protagonist) by providing a strong contrast with that character.

**Foreshadowing** - when hints of what is to come in the action of a play or a story are given, it is known as foreshadowing.

**Genre:** a French word meaning kind or type. The major genres in literature are poetry, fiction, drama, and essays.

**Hyperbole:** intended exaggeration used to create a desired effect such as humour or sarcasm.

**Imagery:** language which describes something in detail, using words to substitute for and create sensory stimulation. One or more of the senses is used to create imagery.

**Irony:** (dramatic, situational, and verbal): There are three distinct types.

- **Dramatic irony:** occurs when the audience and/or one or more characters in a work are aware of information that another character or characters are not. For instance, in *Romeo and Juliet*, Friar Laurence and the audience are aware that Juliet is merely asleep, but Romeo and the others are not. Thus, Romeo kills himself because he thinks his love is dead.
- **Situational irony:** evident where an unexpected event occurs, in the sense that it is somehow in absurd or mocking opposition to what would be expected or appropriate. Mere coincidence is generally not ironic; neither is mere surprise, nor are any random or arbitrary occurrences. For instance, in *Oedipus the King*, Oedipus says that he fears that the murderer of Laius will come after him too. The irony is that Oedipus himself killed Laius.

**Verbal irony:** speech in which what is said is the opposite to what is meant. It is a form of sarcasm.

**Juxtaposition:** the arrangement of two or more ideas, characters, actions, settings, phrases, or words side-by-side or in similar narrative moments for the purpose of comparison, contrast, or character development.

**Literal meaning:** discussing the literal meaning of a selection requires no interpretation on a figurative level. For example, when giving the literal meaning of a poem, merely involves the retelling of what is happening on a literal level.

**Lyrics:** the words to a song.

**Memoir:** autobiographical writing: i.e.: a story of a person's life (often a snapshot memory).

**Metaphor:** a comparison between essentially unlike things without an explicitly comparative word such as like or as. An example is "My love is a red, red rose".

**Monologue:** a composition, written or oral, by a single individual. More specifically, it is a speech given by a single individual in a drama or other public entertainment. It has no set length, although it is usually several or more lines long.

**Mood:** most pieces of literature have a prevailing mood, but shifts in this prevailing mood may function as a counterpoint, provide comic relief, or echo the changing events in the plot.

**Motif:** a recurring important idea or image. A motif differs from a theme in that it can be expressed as a single word or fragmentary phrase, while a theme usually must be expressed as a complete sentence.

**Myth:** an anonymous tale emerging from the traditional beliefs of a culture or social unit. Myths use supernatural explanations for natural phenomena. They may also explain cosmic issues like creation and death.

**Narrator:** the voice and implied speaker of a fictional work, to be distinguished from the actual living author. For instance, Holden Caulfield narrates *The Catcher in the Rye*, but the author is J.D. Salinger.

**Onomatopoeia**: the use of words to imitate the sounds they describe. Words such as buzz and crack are onomatopoeitic.

**Oxymoron**: involves using contradiction in a manner that oddly makes sense on a deeper level. Simple or joking examples include such oxymora as jumbo shrimp, and sophisticated rednecks. Example from Literature: Shakespeare uses the loving hate in Romeo and Juliet.

**Parable**: a brief story, told or written in order to teach a moral lesson. Example: "The Prodigal Son" from the Bible

**Paradox**: an apparent contradiction or absurdity that is somehow true. Example: (1) In Macbeth, the witches give paradoxical statements that are indeed true (2) The saying "More hurry, less speed" is also paradoxical.

**Parody**: a humorous, mocking imitation of a literary work, sometimes sarcastic, but often playful and even respectful in its playful imitation.

**Personification**: involves giving an inanimate object or an abstract idea, human traits.

**Poetic forms**:

- **Ballad**: a story, usually a narrative poem, in a song. Any story form may be told as a ballad, such as historical accounts or fairy tales in verse form.
- **Elegy**: a type of lyric poem that expresses sadness for someone who has died; a solemn meditation on a serious subject.
- **Epic**: a long narrative poem that records the adventures of a hero. Epics typically chronicle the origins of a civilization and embody its central values. Examples from western literature include Homer's Iliad and Odyssey.
- **Free verse**: poetry without a regular pattern of meter or rhyme.
- **Lyric**: a poem used to express feelings. Lyric poems have specific rhyming schemes and are often, but not always, set to music or a beat.
- **Narrative** –a poem that tells a story.
- **Ode**: a long, often elaborate poem of varying line lengths and sometimes intricate rhyme schemes dealing with a serious subject matter and treating it reverently. Example "Ode on a Grecian Urn".
- **Sonnet** - a fourteen-line poem in iambic pentameter. The Shakespearean or English sonnet is arranged as three quatrains and a final couplet, rhyming abab cdcd efef gg. The Petrarchan or Italian sonnet divides into two parts: an eight-line octave and a six-line sestet, rhyming abba abba cde cde or abba abba cd cd cd.

**Point of view**: the perspective established by the narrator of a literary work.

- **First-person**: a character narrates the story. In this instance, the main character conveys the incidents he encounters, as well as giving the reader insight into himself as he reveals his thoughts, feelings, and intentions.
- **Second-person**: occurs when the narrator addresses the protagonist directly as "you" and never reverts back to "I". The second person point of view is used in essays and poems, but is not commonly utilized. Example: Poem: "1958" in the Echoes 11 text

- **Third-person**: told from the narrative perspective where a person who is not a character in the story, tells the story.
- **Third-person limited**: the author's knowledge of a character is limited; uses He/she/it/they and can describe only what can be seen or heard
- **Third-person omniscient**: the author knows everything about the characters including their feelings, thoughts, et cetera. The narrator moves from one character to another as necessary to provide those character's respective motivations and emotions.

**Protagonist**: considered to be the main character or lead figure in a novel, play, story, or poem.

**Proverb**: a simple and concrete saying popularly known and repeated, which expresses a truth, based on common sense or the practical experience of humanity.

**Pun**: a humorous play on words. Example: "I do it for the pun of it".

**Purpose**: the purpose of an article or selection is the reason for its existence. The purpose could be to describe, to entertain, to inform, et cetera.

**Refrain**: a phrase, verse, or group of verses repeated at intervals throughout a song or poem, especially at the end of each stanza.

**Sarcasm**: the use of verbal irony in which a person appears to be praising something, but is actually insulting it. Example: "She's a real winner!"

**Satire**: a literary work that criticizes human misconduct and ridicules vices, stupidities, and follies. Swift's Gulliver's Travels is a famous example.

**Setting**: the time, place and circumstances of a literary work that establish its context.

**Simile**: is a figure of speech involving a comparison between unlike things using like, as, or as though. Example: "My love is like a red, red rose."

**Speaker**: the voice in a poem. The speaker may be the poet or a character created by the poet. The speaker may also be a thing or an animal.

**Stanza**: in poetry, a 'stanza' is a unit within a larger poem.

**Stereotype**: a conventional and oversimplified opinion or image of a person or group of people. An author often stereotypes a character so that the person is readily identified with a distinct group of individuals. This literary device is most often used in a negative, and sometimes derogatory, fashion. For example, Canadians apologize all of the time.

**Suspense**: is excited anticipation of an approaching climax.

**Symbolism**: exists when an object or action in a literary work that means more than itself, that stands for something beyond itself. Example: In Macbeth, the blood of Duncan symbolizes guilt as well as betrayal.

**Thematic statement**: a single sentence that describes a specific interpretation of the overall meaning of a work of literature. It must be brief, focused and insightful.

**Thematic topic**: the subject matter of a piece of writing.

**Theme**: the main subject that is being discussed or described in a piece of writing, a movie, etc.

**Title (significance):** something signified, expressed, or intended

**Tone:** a quality, feeling, or attitude expressed by the words that someone uses in speaking or writing

## **SECTION 2: LANGUAGE TERMS**

**Audience:** The audience for which something is written or produced may vary. For instance, the selection/visual may be created for a very specific audience such as teenagers, consumers, et cetera, or it may be created for a general audience.

**Bias:** a prejudice in a general or specific sense, usually in the sense for having a preference to one particular point of view or ideological perspective.

**Cliché:** a trite or overused, time-worn phrase. Example: All that glitters is no gold.

**Coherence:** comes from the Latin word meaning “to stick together”. Coherence is the quality which makes it easy for reader to follow a writer’s train of thought as it moves from sentence to sentence and paragraph to paragraph. It facilitates reading because it ensures that the reader will be able to detect the relationships of the parts of the essay. In other words, the essay flows. There are several ways to create coherence.

Coherence can be created through:

- **Parallel structure / parallelism**– Parallel structure means using the same pattern of words to show that two or more ideas have the same level of importance. This can happen at the word, phrase, or clause level (Example: I like running, jumping, and skiing.)
- **Pronoun reference:** using pronoun reference for key nouns. Example: the children.....they, them
- **Repetition** (key words and phrases): By repeating key words and phrases (or recognizable synonyms for key words. Example. Baby, infant, newborn...
- **Transitions:** using conjunctive adverbs or thought connecting words such as nonetheless, moreover, therefore, however, subsequently, accordingly...
- **Sequence:** By arranging the sequence of events in some perceivable order (i.e.: Narration, arranged chronologically; Description, arranged spatially; and Exposition, usually arranged logically)
- **Comparison:** is used to identify the similarities and differences between two works, characters, ideas, etcetera.
- **Composition:** the act of combining parts or elements to form a whole as in writing, visual art, dance, music, etc. To create an intended effect or convey a message
- **Context:** specifically, the parts of a text that come immediately before and after a particular word or passage, giving it a fuller and clearer meaning. It is easier to see what a word means when you see it in context. The context of a text as a whole refers to all the elements or circumstances influencing its creation or interpretation including purpose, time, place, intended audience, cultural or gender influences, etc.
- **Contrast:** to examine two or more items by looking at only their differences

- **Emphatic device:** used by authors to emphasize an idea. Methods to achieve this include repetition, font [bold and italics], short sentences, punctuation, and interrupted movement.
  - *Listing (numerical order, bullets, sequencing)*
  - *Font: (bold, unusual capitalization, italics, underlining) Example: Hello. Hello! HELLO!!*
  - *Punctuation (colon, dash, exclamation mark, ellipsis, brackets) - show breaks in thought and shifts in tone*
  - *Repetition: the repeated use of the same word or word pattern Example: It is important you study for your test. If you do not study, you will not get the marks you deserve! So, not studying could cost you valuable marks.*
  - *Parallel structure: Be sure to eat your supper, complete your homework, and study your notes before going to sleep tonight.*
  - *Sentence fragments: an incomplete sentence that can be missing a subject or verb Example: So, like, there we were! (I was a Teen Ingenue)*
  - *Short sentence: very simple sentence Example: I froze.*
  
- **Essay development**
  - *Argumentation / persuasion: an essay that attempts to persuade the reader to the writer's point of view; the writer can be either serious or funny, but always tries to convince the reader of the validity of his or her opinion*
  - *Cause and effect : an author may look at the cause-effect relationship, or may discuss the causes or effects of something. The aim is to explain the causes (reasons) or the effects (results) of an event or situation*
  - *Classification and division: A writer organizes, sorts, or divides things into categories.*
  - *Compare and contrast: an author discusses the similarities and differences between characters, people, things, et cetera.*
  - *Definition: an author explains by defining. Example: What is friendship?*
  - *Description: the exercise of representing characters, scenes, ideas or actions to make the writing more vivid and appealing for the reader*
  - *Examples and illustration: With almost every paragraph, an example is offered as to clarify and inform.*
  - *Exposition: an essay that is explanatory in nature. It deals with the world of ideas and is logically arranged. The methods of development for essays include compare and contrast, classification and division, example and illustration, process analysis, and definition. (There is usually a combination of methods in any expository essay, but quite often, there is one dominant method.)*
  - *Narration: writing that tells a story or part of a story; includes characters, setting, conflict, suspense, etc. Narratives are chronologically arranged and must involve some type of conflict.*
  - *Process analysis: a pattern of essay development in which the author explains how to do something (Example: How to be a successful student.)*

**Journal:** a daily record of events or business; a private journal is usually referred to as a diary

**Language style:** the characteristic ways that an individual author uses language; includes word choice, length and complexity of sentences, patterns of sound, and use of imagery and symbols.

**Jargon:** words or expressions used by a particular group or profession, such as medical jargon or computer jargon. Can be language affected by convoluted grammar, vocabulary, or meaning.

**Colloquial:** language characteristic of everyday informal speech; e.g., You're getting on me nerves!

**Dialect:** the way a language is spoken in a particular region or place

**Euphemisms:** a less offensive way of saying something negative; e.g., "pass away" instead of "die"

**Formal:** polite, respectful, and following particular conventions. Used when you write a letter to apply for a job or when you write an important speech.

**Informal:** is all right for friends or co-workers. It has less strict grammar rules and often has shortened sentences.

**Slang:** An informal nonstandard variety of speech characterized by newly coined and rapidly changing words and phrases.

**Paraphrase** –express the meaning of a text in different words

**Rhetorical question:** It is a question for which there is no expected answer. For example, "Do you think money grows on trees?"

**Transitions:** Transitional words are used to connect the sections of the text, and help them to orient the audience to the chronology, structure and other elements of writing. It helps to create coherence. Examples: thus, because, therefore, finally, et cetera

**Logical** - shows the logical connection between two ideas. Examples: further, furthermore, moreover, in addition, additionally

- **Spatial:** has the function to restrict, limit or qualify space. Examples: in the middle, to the left/right, in front of, on this side, in the distance, here and there, in the foreground, in the background
- **Temporal / chronological:** has the function of limiting, restricting, and defining time. Examples: at the present time, from time to time, sooner or later, at the same time, up to the present time, in the meantime, in the first place

**Unity:** means that all information in an essay is relevant to the thesis and the topic sentence. Irrelevant facts should be disregarded to for the sake of unity or oneness. Unity is a very important characteristic of good paragraph writing. Paragraph unity means that one paragraph is about ONLY ONE main topic. That is, all the sentences: the topic, supporting sentences, the detail sentences, and (sometimes) the concluding sentence: are all telling the reader about ONE main topic. If your paragraph contains a sentence or some sentences that are NOT related to the main topic, then we say that the paragraph "lacks unity," or that the sentence is "off-topic." " In general, it means that your paper is coherent, easy to follow, and each paragraph relates to the main thesis. "

**Closing by return:** A restatement of the thought found in the topic sentence, sometimes used in the clinching sentence. A restatement: either in the closing sentence of a paragraph or in the conclusion of an essay: of the main idea expressed within the topic sentence or thesis statement found within the opening paragraph.

**Repetition** (key words and phrases)

**Thesis (statement):** is the central argument of an essay; a complete sentence (although sometimes it may require more than one sentence) that establishes the topic of the essay in clear, unambiguous language



**Topic sentence:** a sentence stating the main idea of a paragraph

**Voice:** is the personality of the speaker or creator that is revealed in a work through such elements as style, tone, diction, etc.

### **SECTION 3: DRAMATIC TERMS**

**Act:** a major division in the action of a play. For example, Shakespeare's *Macbeth* is divided into five acts.

**Action:** the plot of a drama

**Aside:** in drama, a speech directed to the audience that supposedly is not audible to the other characters on the stage at the time

**Chorus:** a group of people who serve mainly as commentators on the characters and events

**Comic relief (comedy):** the use of humour to lighten the mood of a serious or tragic story, especially in plays. In *Romeo and Juliet*, the scenes with the nurse often provide comic relief.

**Dialogue:** the actual words that characters speak; authors use dialogue skilfully in the short story to portray character and to dramatize conflict

**Motivation:** when a person or character has a reason to enter or exit a scene. The psychological feature that arouses a person to action toward a desired goal and brings about, controls, and sustains certain goal directed behaviors.

**Prologue:** the opening speech or dialogue of a play; usually gives the exposition necessary to follow the subsequent action; also refers to the introduction to any literary work

**Scene:** a subdivision of an act

**Screenplay:** a written work by screenwriters for a film or television program. These screenplays can be original works or adaptations from existing pieces of writing. In them, the movement, actions, expression, and dialogues of the characters are also narrated. A script for a film, including dialogue and descriptions of characters and sets.

**Script:** The text of a play, broadcast, or movie.

**Soliloquy:** the act of talking while or as if alone; often used as a device in drama to disclose a character's innermost thoughts.

**Stage directions:** instructions written into the script of a play, indicating stage actions, movements of actors, placement of props, etc.

**Stereotype:** a fixed mental picture that one draws upon in making judgments instead of taking a fresh, open-minded look each time; e.g., All teenagers are troublemakers.

A stereotype is a conventional and oversimplified opinion or image of a person or group of people. An author often stereotypes a character so that the person is readily identified with a distinct group of individuals. This literary device is most often used in a negative, and sometimes derogatory, fashion. For example, Canadians apologize all of the time.

**Tragedy**: a dramatic composition, dealing with a serious theme, typically that of a great person of affluence destined, through a flaw of character or conflict with some overpowering force, as fate or society, to downfall or destruction.

**Tragic hero**: the literary character that has the tragic flaw, combined with many other conflicts, and makes the often fatal error in judgment that leads to tragedy. The character flaw or defect that causes the downfall of the protagonist in a tragedy; also known as hamartia. Hubris is another tragic flaw.

## **SECTION 4: MEDIA LITERACY TERMS**

**Advertisement**: a public notice; especially: one published in the press or broadcast over the air.

**Agenda**: an underlying often ideological plan or program.

**Bias**: a personal and sometimes unreasoned judgment. Anything biased generally is one-sided, and therefore lacks a neutral point of view. Bias can come in many forms and is often considered to be synonymous with prejudice or bigotry. Inclination or prejudice for or against one person or group, especially in a way considered to be unfair.

**Blog**: a web site that contains an online personal journal with reflections, comments and often hyperlinks provided by the writer.

**Brochure**: a booklet of printed informational matter, like a pamphlet, often for promotional purposes.

**Caption**: the words beneath a photograph that explain the subject and give background information; help to shape the meaning of the photo, sometimes in misleading ways.

**Commercial**: a television or radio advertisement.

**Deconstruct**: breaking a text down into its components to see what messages and assumptions it carries.

**Demographic**: a particular sector of a population.

**Endorsement**: in promotion and of advertising, a testimonial or show consists of a written or spoken statement, from a well-known figure or from a private citizen, extolling the virtue of some product.

**Format**: the material form or layout of a publication.

**Form**: the medium in which a message is presented (i.e. Poster, sculpture etc.).

**Headline**: the heading, title or caption of a newspaper article. Usually very attention-grabbing.

**Icon**: a pictogram displayed on a computer screen and used to navigate a computer system or mobile device. The icon itself is a small picture or symbol serving as a quick, intuitive representation of a software tool, function or a data file accessible on the system.

**Image**: a visual representation (of an object or scene or person or abstraction) produced on a surface.

**Intent**: Something that is intended; an aim or purpose.

**Lead**: the introductory paragraph of a newspaper story: It usually contains the who, what, where, when and sometimes why of a story.

**Logo**: an identifying symbol used to advertise and promote an organization, event, product or service. Usually, such symbols combine pictorial and textual elements in a distinctive manner. When consisting solely of stylized textual elements, such symbols are referred to as logotypes or wordmarks.

**Mass media**: when media methods are used to communicate to thousands of people at the same time.

**Media**: all those media technologies that are intended to reach a large audience by mass communication.

**Medium**: the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.

**Message**: any thought, idea, or information, whether expressed in plain or in secret language, prepared in a form suitable for transmission by any means of communication.

**Motive**: an emotion, desire, physiological need, or similar impulse that acts as an incitement to action.

**Poster**: a sign usually consisting of a combination of print and visuals; mainly designed to attract and hold the attention of the audience; may convey a message to make people think.

**Product**: anything that can be offered to a market that might satisfy a want or need.

**Product placement**: a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs. Traditionally the product placement is not disclosed at the time that the good or service is featured.

**Propaganda**: attempts to sway popular opinion and beliefs through distortions of the truth or outright lies. Way of presenting a belief that seeks to generate acceptance without regard to facts or the right of others to be heard. Propaganda often presents the same argument repeatedly, in the simplest terms and ignores all rebuttal or counter-argument. It is essentially self-interested and often associated with authoritarian regimes. Propaganda is often used to convey official descriptions of reality, when it may be allied with bureaucratic control of media, censorship of opposing opinions and deliberate misinformation.

**Dialogue bubbles / speech balloons**: graphic convention used most commonly in comic books, comic strips and cartoons to allow words (and much less often, pictures) to be understood as representing the speech or thoughts of a given character in the comic.

### **Strategies**

- **Bandwagon** - The bandwagon appeal is an advertising technique that makes the claim that a product is desirable because it is being used by lots of desirable people: therefore encouraging the consumer to "jump on the bandwagon." This appeal is commonly used in products that are sold to children and teenagers, but "keeping up with the Jones" snob appeals are used to sell products to adults as well, especially cars and luxury goods.
- **Cartoon / cute characters**: Children are instantly affected by cartoon representations. They see them as role models to aspire to, and as 'real people' who are popular with their peer group. Even from a young age children want some of that popularity to rub off on them - by convincing their parents to buy the branded product.
- **Celebrity endorsement**: Celebrity endorsements are the oldest trick in the book, and you would think we no longer care what brand of jacket Sidney Crosby wears or what kind of appliances Oprah Winfrey uses. Nonetheless, celebrity pitches stick in peoples' minds, so even if we know better than to buy something just because a famous person claims to like it,

we nonetheless remember the pitch and the product.

**Emotional appeal:** Emotional appeals are advertising techniques in which the advertiser tries to play up on the emotions of the audience, often in lieu of information that might appeal to an audience rationally. One kind of emotional appeal is the fear appeal, where the advertiser implicitly or explicitly draws upon people's anxieties to sell a product. For example, a security alarm company might show a scenario where the home of a mother and her children is burglarized. Advertisers also appeal to sentiment, often through images like babies, cute animals, and touching parent-child interactions.

- **Facts and figures:** This technique attempts to attract masses to use the advertised product, by providing them with survey results. The advertisers often use statistical evidences and market surveys to publicize their product. Research or statistical data supporting the advertisement, makes it appear more authentic. People tend to trust the advertisement because it is backed by surveys.
- **Gender / sex appeal:** A man is shown using a particular cologne after which women are attracted to him. A girl is shown using a particular skin cream and then boys are shown flocking to her. This is romance appeal. It uses the opposite sex attraction element to grab mass attention. Masses are made to believe that on using a certain product, they will be perceived as more sexy or that they will attract the opposite sex. This advertising works especially well with teenagers as they easily believe that using something will make them look more attractive or that if they use a certain product more girls/boys will be attracted to them.
- **Name calling:** This advertising appeal makes use of direct or indirect attack on the products in competition with the product being advertised. Direct name-calling involves making a direct attack on the opponent while indirect name-calling makes use of sarcasm to demean products of competitors.
- **Plain folks:** This advertising appeal aims at attracting the masses by using common people to advertise a product. They can rather be attracted by communicating with them in their language. The use of homey words, as they are called, and purposeful errors while speaking to give a natural feel to the speech, are characteristic to this advertising appeal.
- **Shock appeal:** This advertising appeal makes use of shocking images or scenes to advertise a product.. Provocative images and use of controversy to grab attention are examples of shock advertising. On the other hand, showing scary images illustrating the ill-effects of smoking on health, seeing which one would begin to hate the habit is also an example of shock appeal.
- **Snob appeal:** Snob appeal is an exact reverse of the bandwagon technique. In this advertising appeal, people are induced to buy a certain product so that they can stand out from the crowd. It is often indicated that buying that product will make them look different from the rest. It is indicated that the product is not affordable for common people. A sense of exclusivity is attached to the products.
- **Testimonials:** people relate to their favorite personalities from the glamor industry. They are ready to follow what people from the glamor world do. They want to be like the celebrity they

are fans of. Testimonials make use of this human tendency. Celebrities are used as ambassadors. They are shown using the product and recommending its use. People fall for these products just because they see someone famous endorsing them.

**Subliminal message:** A subliminal message is a signal or message embedded in another medium, designed to pass below the normal limits of the human mind's perception. These messages are unrecognizable by the conscious mind, but in certain situations can affect the subconscious mind and importantly, the unconscious mind, and can negatively or positively influence subsequent later thoughts, behaviors, actions, attitudes, belief systems and value systems.

**Subtext:** the implicit or metaphorical meaning (as of a literary text); Subtext also serves to add a complexity to a premise that may superficially appeal to younger viewers but may also attract older fans, as is often the case with cartoons, sci-fi and fantasy.

**Target audience:** an audience made up of the same kind of people (e.g., children between the ages of eight and twelve, doctors, people who live in northern climates, etc.) Consumer group most likely to buy a specific product and identified by region, age, demographics, or economic status. Effective ads are created and placed in media with the target audience clearly in mind.

**Web page:** a page of information at a website; may include text, graphics, and links to other web pages

**Whitespace:** the areas of a page without print or pictures

## **SECTION 5: VISUAL TERMS**

**Elements:** component parts and contributing factors that combine to create an overall effect be it in a piece of writing or in a visual.

**Angle:** the relationship between the camera and the object being photographed (ie the angle). Gives emotional information to an audience, and guides their judgment about the character or object in shot. The more extreme the angle (ie the further away it is from the eye), the more symbolic and heavily-loaded the shot. (Examples: bird's eye view, high angle, low angle, eye level.)

**Asymmetry:** lack or absence of symmetry in spatial arrangements.

**Background:** the part of the scene that appears behind the principal subject of the picture. Distance part of a landscape; surroundings, especially those behind something, and providing harmony and contrast; area located from 3-5 miles to infinity from the viewer, characterized by perception of outline shape, landforms, and patterns of light and dark. Skylines or ridgelines against other land surfaces are the strongest visual elements of background.

**Balance:** the way shapes are arranged within a visual; when shapes are balanced, they create a feeling of order or harmony.

**Colour:** appearance of objects (or light sources) described in terms of a person's perception of their hue and lightness (or brightness) and saturation.

**Composition**: the act of combining parts or elements to form a whole in visual art, dance, music, etc. To create an intended effect or convey a message. The arrangement of visual elements within a picture; way in which the parts of an artistic work are brought together into a visually satisfying whole.

**Contrast**: perceptual effect of the juxtaposition of very different colors. It occurs when there is a visual difference between things or qualities being compared; degrees of dynamic imbalance between elements of a composition which draw the eye and demand resolution (dominance) to establish unity and overall balance in the design as a whole. Refers to dark and light or other differences used to create strong feelings in a visual; contrasting textures may be rough and smooth colour hue or tint (name of the colour, such as blue or red), intensity (purity and strength of a colour), and value (the lightness or darkness of a colour); used represent the way things really look and also to create feelings.

**Dominant image**: the central thought or object that stands out in a work.

**Focal point**: part of a visual that is the main area of interest.

**Focus (in or out)**: moving the "camera" or eye closer to or further away from the object.

**Font**: the typeface used in a text. Examples: bold, italic, times new roman, comic sans serif.

**Foreground**: the part of a scene, landscape, etc., which is near the viewer (between the observer and up to 1/4 or 1/2 mile distant). The surface patterns or objects and visual elements are important in the "foreground" portions of views.

**Frame**: one of the many still (or nearly so) images which compose the complete moving picture.

**Lighting**: illumination, can often establish mood or serve a symbolic purpose.

**Line**: the visual path that enables the eye to move within the piece.

**Panel**: a single drawing that is part of a comic strip.

**Perspective**: in the graphic arts, such as drawing, is an approximate representation, on a flat surface (such as paper), of an image as it is seen by the eye. The two most characteristic features of perspective are that objects are drawn:

- Smaller as their distance from the observer increases
- Foreshortened: the size of an object's dimensions along the line of sight are relatively shorter than dimensions across the line of sight

**Proportion**: the relationship of two or more elements in a design and how they compare with one another. Proportion is said to be harmonious when a correct or desirable relationship exists between the elements with respect to size, color, quantity, degree, or setting. Good proportion adds harmony, symmetry, or balance among the parts of a design. Proportion refers to the relative size and scale of the various elements in a design. The issue is the relationship between objects, or parts, of a whole.

**Scale**: the relative size of objects within visual; large objects attract the viewer's attention first.

**Shadow** –an area where direct light from a light source cannot reach due to obstruction by an object. It occupies all of the space behind an opaque object with light in front of it.

**Symbol** –something that represents an idea, a process, or a physical entity. The purpose of a symbol is to communicate meaning. For example, a red octagon may be a symbol for "STOP".

**Symmetry**: balance in which the parts are visually equal; also called formal balance.

**Form**: the medium in which a message is presented (i.e. Poster, sculpture etc.).

- **Caricature**: comically distorted drawing or likeness intended to satirize or ridicule its subject.
- **Collage**: a technique of composing a work of art by pasting on a single surface various materials not normally associated with one another, such as newspaper clippings, parts of photographs, parts of cards, etc.
- **Comic strip** –a sequence of drawings arranged in interrelated panels to display brief or form a narrative, often serialized, with text in balloons and captions.
- **Editorial cartoon**: an illustration containing a commentary that usually relates to current events or personalities. They typically combine artistic skill, hyperbole and biting humour in order to question authority and draw attention to corruption and other social ills.
- **Graphics**: visual presentations on some surface, such as a wall, canvas, screen, paper, or stone to brand, inform, illustrate, or entertain. Visual elements often used to point readers and viewers to particular information. They are also used to supplement text in an effort to aid readers in their understanding of a particular concept or make the concept more clear or interesting.
- **Photo essay**: a series of photographs that tells a story or evokes an emotional response from the viewer; often accompanied by a written text (e.g., simple captions, titles, artist's statement, essay, etc.).
- **Poster**: a sign usually consisting of a combination of print and visuals; mainly designed to attract and hold the attention of the audience; may convey a message to make people think.

**Print**: a picture that was created in multiple copies by printing.

**Storyboard**: sequence of images used to plan a film, video, television program, drama, story or presentation.