

NBE3U/C Media Studies Introduction: Terms To Know

1. Cultural Appropriation: the act of taking or using things from a culture that is not your own, especially without showing that you understand or respect this culture (Cambridge Dictionary). According to Thought Co., culture is defined as the beliefs, ideas, traditions, speech, and material objects associated with a particular group of people. Appropriation is the illegal, unfair, or unjust taking of something that doesn't belong to you (“A Guide To Understanding and Avoiding Cultural Appropriation”).

2. **Authority:** Authority refers to the role of the composer and responder and the degree to which these are privileged in making meaning. There is authority over a text (‘author intent’) and the authority of the text (messages present in the text and determined by the audience). Questions to ask when you view media and read literature: who should have authority over a text or over a concept within a text? The author has one intention, but the audience also brings meaning by connecting the text to life experiences and understanding.

3. **Perspective:** Perspective is a lens through which we learn to see the world; it shapes what we see and the way we see it. The lens can clarify, magnify, distort or blur what we see. **Personal context, authorial context and historical context** can each influence perspective. Also, literature and media can be analyzed through different literary perspectives, which results in debates among literary critics. For example, when a text is analyzed through a New Historicism perspective the meaning may be different from a modern perspective of the text. Also a Feminist may perceive a text differently from a Psychoanalytic literary critic.

4. **Literary Criticism:** the art or practice of analyzing and assessing the literary value of a text. Modern literary criticism is influenced by literary theory such as Psychoanalytic, Feminist, Marxist, New Historicism, Archetypal literary theory and New Literary Criticism.

5. Persuasion: a process aimed at changing a person's (or a group's) attitude or behavior toward some event, idea, object, or other person(s), by using written, spoken words, or visual tools to convey information, feelings, or reasoning, or a combination. Aristotle broke the essential elements of persuasion into three parts: ethos, pathos, and logos.

6. Context: Context refers to factors acting upon composers and responders that impinge on meaning. To understand context we need to look beyond the text and consider the world in which it was produced and the worlds of its reception. This goes beyond historical and cultural background to a consideration of how the personal, situational, social, literary, cultural, and historical environments of the responder and composer.