

## LCML! Glossary

**Abacus** - a frame with rods and moving balls or beads used for arithmetic calculations

**Absurdity**- ridiculousness

**Ad Campaign**- a strategy of using advertisements of varying media to promote a product

**Aerial**- a radio or television antenna

**Amplitude Modulation (AM)**- one of the main ways of transmitting audio information using radio waves... the carrier wave's frequency remains unchanged but its magnitude varies

**Annoyance**- something that is bothersome, such as radio static

**Anode**- terminal of an electron tube

**Appeal to the senses**- trying to sell a product by alluring customers through sight, sound, taste, smell, or touch

**Attractive setting**- trying to sell a product by associating the product with a beautiful location

**Attention-getting headline**- sensationalizing news summary of few words placed above a news article

**Auditory**- pertaining to the sense of hearing

**Bandwagon**- trying to sell a product by showing that others are buying that product

**Binary code**- using 0's and 1's in unique sequences to represent words and numbers

**Broadcast**- information that is sent out to many listeners or viewers from one source

**Broadcasting**- sending information from one source to many receiving sources

**By-line**- a printed line under the title of a news story that states the writer's name.

**Cable** – an insulated electrical conductor

**Calligraphy**- the art of beautiful, sometimes decorative, handwriting

**Camcorder**- a video recorder with built-in playback mode

**Camera Obscura**- a darkened box in which images of external objects are received through an aperture

**Cathode**- the positive or negative terminal of a battery

**Cathode Ray Tube (CRT)**- a vacuum tube generating a focused beam of electrons visible as a spot or line of luminescence on a sensitized screen at the opposite end of the tube

**Celebrity Endorsement**- trying to sell a product by associating it with a famous person's use of the product

**Chemistry**- the composition and properties of substances and various forms of matter

**Cinematic**- having properties of motion pictures

**"Claymation"**- animating objects made of clay via stop motion

**Close-up**- a camera shot that shows an isolated part of a person or object

**Collaboration**- working together toward a common goal

**Comparison of Products**- trying to sell a product by showing its superiority over another similar product

**Composition**- arrangement of different parts of a visual frame

**Contradiction**- direct opposite of what's being compared

**DV-Tape**- Digital Video tape used for recording in camcorders

**Demodulator**- device that extracts original information-bearing signal from a modulated carrier wave or signal

**Dramatic**- theatrical

**Electromagnetic Waves**- waves produced by acceleration of an electric charge and continued by variation of intensities of electric and magnetic fields

**Electrons**- an elementary particle with a negative charge and very small mass

**Emphasis**- intensity of expression

**Ethos**- morals that affect a person's actions over thought or emotion

**Etymology**- the study of words and their history

**Fear of Being Left Out**- trying to sell a product by showing negative effects of not being part of the purchasing group

**Fear of Being Unprepared**- trying to sell a product by showing negative effects of not being ready for particular situations which owning the product would remedy

**Filament**- a very fine thread

**Flattery**- complimentary comment

**Exaggeration**- overstatement

**Expression**- indicating emotion by voice and the look of the face and body

**Extreme close-up**- a magnified shot of a small detail on an object or a person

**Eye contact**- looking into another's eye, usually while speaking

**Flip book**- a sequence of images on separate pages that, when flipped quickly, create the illusion of movement

**Frequency**- the number of cycles (by a unit of time) of a wave or oscillation

**Frequency Modulation (FM)**- one of the main ways of transmitting audio information using radio waves... the carrier wave's magnitude remains unchanged but its frequency varies

**Gestures**- movements or positions of the hand, arm, body, head, or face that is expressive of an idea, opinion, or emotion

**Gold leaf**- extremely thin sheet of gold used for gilding ornamental designs, lettering and edgings on paper

**Griot**- a person of western Africa whose function is to keep an oral history of the tribe or village and to entertain with stories and songs

**Headline**- a heading of an article in a newspaper

**Head sheet**- another name for the front page of a newspaper

**Hertz**- a scientific unit of frequency equal to one cycle per second, named after German physicist Heinrich Rudolph Hertz

**Humor**- amusing or comical quality

**Hyperbole**- exaggeration

**Illiterate**- unable to read and write

**Illuminations**- painted designs in color or gold in a manuscript or book

**Indulgence**- a paper of forgiveness purchased in the Middle Ages from the Roman Catholic Church

**(The) Industrial Revolution**- a period from the 18th to the 19th century where major changes in agriculture, manufacturing, transportation, and technology had a profound effect on the way of life in the United States

**Information from Experts**- trying to sell a product by expert testimony about the product's effectiveness

**In Production**- the second stage in producing multi-media (after pre-production) when recording takes place

**Intertitles**- printed dialogue or narration that is shown between scenes in a silent film.

**Jingle**- trying to sell a product by use of a catchy, many times humorous, short song.

**Kinesthetic**- descriptor of learning via movement

**Kinetoscope**- early motion-picture machine in which the film passes behind a peephole for viewing by a single viewer... invented by Edison's company

**LCD projector**- Liquid Crystal Displayer of video, images or computer data on a screen or other flat surface

**Linotype**- typesetting machine that sets lines of type selected automatically by use of a keyboard.

**Literary**- pertaining to the nature of fictional writing

**Literate**- able to read and write

**Logos**- rational thinking

**Loudspeaker**- a device for transforming electric signals into audible sounds

**Manuscripts**- texts written by hand

**Mast head**- The issue heading of a newspaper that states the name of the newspaper

**Mechanical**- having to do with machines

**Media**- ways of communicating ideas

**Medium**- one way of communicating ideas

**Microchip**- tiny slice of semiconducting material, generally in the shape of a square a few millimeters long, on which a transistor or an entire integrated circuit is formed

**Microphone**- electromechanical device designed to convert sound into an electrical signal

**Modality**- sensory channel for learning

**Modulator**- a device for varying a carrier wave

**Monks**- a group of males whose lives are solely devoted to the service of the church

**Monopoly**- exclusive selling control of a product or service

**Movable Type**- type from which text is printed directly with each character on a separate piece of metal

**Mutoscope**- A machine which displays successive phases of movement on paper mounted on the inside spokes of a wheel, which when rotated by a handle and viewed through an individual eyepiece, produces the illusion of movement.

**NBC**- National Broadcast Company

**Negative appeal**- trying to sell a product by showing the bad things that can happen if the product is not used by the consumer

**Newsies**- young boys who sold newspapers on the streets before home delivery service existed

**Optics**- having to do with sight

**Oscillator**- an instrument that produces an alternating current or voltage of a needed frequency

**Parchment**- skin or thin-white paper resembling skin that is used as a surface for writing

**Patent**- the sole government rights awarded to an inventor to manufacture, use, or sell an invention for a designated number of years

**Pathos**- evoking a sense of sympathy for another

**Persistence of vision**- retaining a visual image for a brief time so that the image overlaps with the very next visual image and produces an illusion of movement from one to the other

**Persuasion**- the act of convincing another to think or act as you want them to

**Phenakistoscope**- a revolving disk of sequential pictures on which figures show various stages of movement and produce an illusion of motion when viewed through slits

**Phonograph**- a machine that reproduced sounds stored on a record

**Phosphor**- a substance that emits light when struck by electromagnetic particles

**Photography**- the process of producing images on chemically-sensitized surfaces by light rays

**Positive appeal**- trying to sell a product by showing the happy result when the product is used by a consumer

**Postal service**- mail delivery system

**Post-production**- the third stage in producing multi-media (after being in production) when editing takes place

**Praxinoscope**- a revolving disk of sequential pictures on which figures show various stages of movement and produce an illusion of motion when viewed through mirrors

**Pre-production**- the first stage in producing multi-media (before recording) when planning takes place

**Printing Press**- a machine that uses ink and prints from type onto paper

**Product character**- trying to sell a product by associating it with a fabricated, personified character

**Production**- a presentation

**Projection**- the showing of images on a screen

**Propaganda**- (current use) intentionally spreading information intended to cause others to think negatively about the subject

**Prop**- a movable item used by an actor in a scene on stage or in a movie

**Radiation**- the transfer of energy as electromagnetic waves

**RCA**- Radio Corporation of America

**Receiver**- a device that receives electrical signals

**Repetition**- the act of repeating

**Rough cut**- an edited version of a production that is not yet the final, polished movie

**Satellite**- a man-made transmission device orbiting the earth, used for communication

**Scabs**- a worker who refuses to participate in a union strike

**Scare tactics**- trying to sell a product by frightening people about the results of not purchasing

**Scribe**- a person whose profession is to handwrite documents

**Semaphores**- a system of sending signals by using flags held in various positions

**Sensory words**- words that describe how we see, smell, hear, feel, or taste

**Sequence**- a continuous series

**Shots**- video recordings

**Slogan**- trying to sell a product by the association of a catchy phrase

**Snob appeal**- trying to sell a product by showing its use and interest by wealthy people

**Sound level**- the loudness of an audio production

**Special effects**- unusual visuals and sound beyond normal photography or recording

**Statistics and numbers**- trying to sell a product by use of data

**Storyboard**- a planning tool used in pre-production that depicts a visual representation of each main shot of a video production

**“Talkies”**- movies that use audio dialogue

**Tape recording**- sound recording onto a tape

**Telegraph**- a device for transmitting electrical signals, most often the Morse Code

**Testimonials**- trying to sell a product by having users express their positive experiences with the product

**Thaumatrope**- a card with pictures on opposite sides that appear to combine when the card is twirled rapidly

**Trans-Atlantic**- across the Atlantic Ocean

**Transistor**- a small semiconductor device that amplifies, oscillates, or switches the flow of current between two terminals by varying the voltage between one of those terminals and a third terminal

**Troubadour**- a wandering minstrel who would sing the news of the land

**Typewriter**- a machine with a keyboard of individual characters that when hit would strike ink onto a paper in a roller and leave the image of that character on the paper

**Vacuum**- an enclosed space from which air and other gases have been removed

**Visual**- having to do with what is seen

**Voltage**- the measure of electric force between two points

**Zoetrope**- a cylinder with a sequence of pictures on its inner surface which when rotated and viewed through its slits, produces the illusion of movement

**Zoopraxiscope**- an early type of motion-picture projector designed by Eadweard Muybridge, in which images were placed along the rim of a circular glass plate in a rotating opaque disk with slits through which light shown and projected an illusion of movement