

#1: Media products construct versions of reality

THRESHOLD CONCEPTS FOR FILM & MEDIA



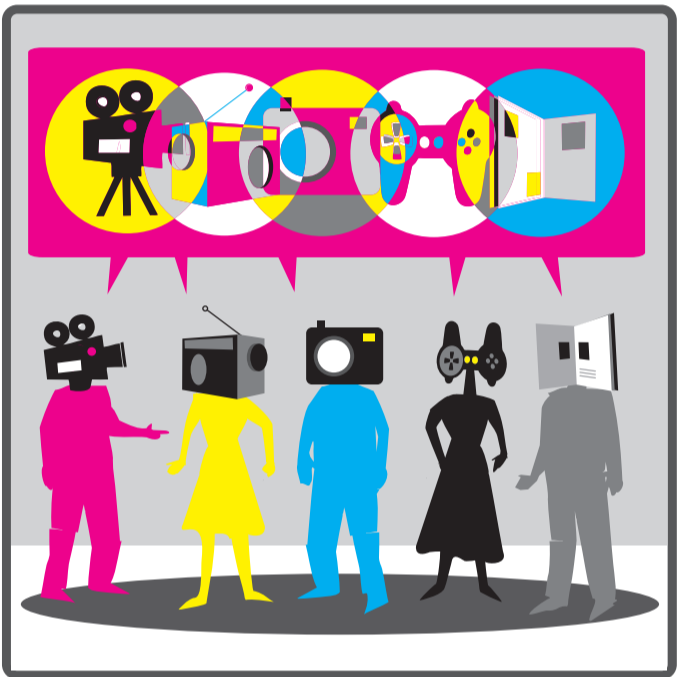
#2: Media products target specific audiences for particular reasons

THRESHOLD CONCEPTS FOR FILM & MEDIA



#3: Media products have their own language and 'grammar'

THRESHOLD CONCEPTS FOR FILM & MEDIA



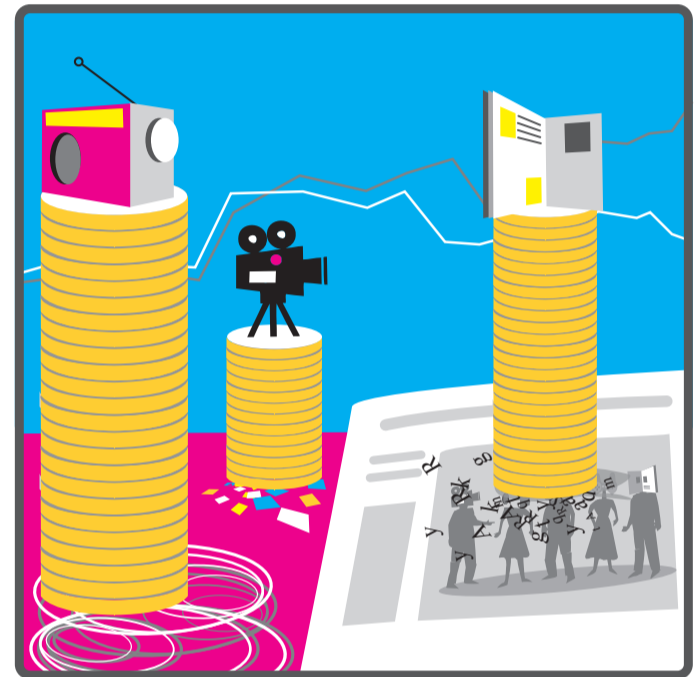
#4: Media products test the boundaries of conventions and 'talk' to one another

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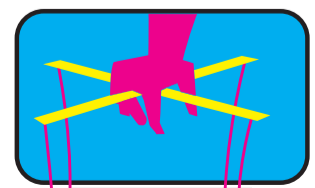
#5: Media products have embedded values and points of view

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#6: Money controls the Media

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