Key terms Online Media

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| Navigational Features | When one platform allows users to consume various types of media texts |
| Mise-en-scène/Composition | A section that guides a user to another website |
| Homepage | Guide the user through the content on a site – elements like drop down menus |
| Interactive elements | The page that a user is directed to first |
| Internal Hyperlinks | The ‘story’ that the user is provided with. |
| Narrative | Everything in the scene, including backdrop, props, dress codes and facial expression |
| Anchorage | How the media texts communicates with the audience |
| Typography | The way in which the meaning is limited, by, for example, using captions to impact the meaning of an image |
| Graphics | The style and appearance of the font. |
| Convergence | Elements that enable the user to respond to the page directly |
| Mode of Address | Extra visual details that are added in post-production |
| External hyperlinks | A section that guides a user to a different page within the same website. |

Match up the terms with their definitions.

Answers: -

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