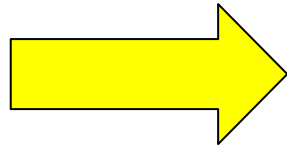


Turning Bs



As

MEDIA

❖ Language

HORROR



❖ Institutions



❖ Audience



❖ Representation



Keywords/terms

Use these keywords when writing.....

- Mis-en-scene
- Todorov's theory
- Connotation
- Denotation
- Advertisement
- Intertextuality
- Audience
- Niche market
- Watershed
- Stereotypical
- Shot type (close up, long shot etc)