

ZETTL - STUDY GUIDE - CHAPTER 1

Revised: 2/7/11

1. What is meant by the term AESTHETICS? What is meant by APPLIED MEDIA AESTHETICS? What is the purpose of applied media aesthetics?
2. Explain the role of CONTEXT in media messages.
3. In media production, what does it mean to “STABILIZE THE ENVIRONMENT?”
4. Explain SELECTIVE SEEING and CONTEXTUAL PERCEPTION. How do they apply to media production?
5. What is SELECTIVE PERCEPTION? How does that relate to what Zettl calls PREDICTABLE AESTHETIC RESPONSE?
6. Explain ASSOCIATIVE CONTEXT; AESTHETIC CONTEXT.
7. What is the METHOD of applied media aesthetics? What are the FUNDAMENTAL IMAGE ELEMENTS?
8. What is the INDUCTIVE APPROACH to media aesthetics? How are the aesthetic fields used in the inductive approach?
9. What is DECODING? What is ENCODING? (not in text)
10. What are your RESPONSIBILITIES as a producer of media messages? As a consumer of media messages?