

**Webster's New World
Dictionary of
Media and
Communications**

Webster's New World Dictionary of Media and Communications

RICHARD WEINER



Webster's New World
New York London Toronto Sydney Tokyo Singapore

First Edition

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Webster's New World

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It seems that all lexicographical projects turn out to be much more time-consuming than anyone ever contemplates. I have learned that a specialized dictionary is an intense labor of love by an individual who combines intellectual curiosity, research ingenuity, and writing skill with a patient devotion to simple, hard work. Nonetheless, a dictionary would not be possible without the generous help of many friends and colleagues.

Many trade and professional associations, particularly those that agreed to become members of the Editorial Advisory Board, provided invaluable trade glossaries and other materials. I also met and spoke with dozens of professionals in these fields and conducted extensive research, including visits to many libraries. My own collection of reference books now numbers several hundred.

I am pleased to thank the following organizations that joined the Editorial Advisory Board:

American Advertising Federation
American Institute of Graphics Arts
American Newspaper Publishers Association
American Society of Newspaper Editors
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Cabletelevision Advertising Bureau
Direct Marketing Association
International Association of Business Communicators
International Communications Industries Association
International Exhibitors Association
National Association of Broadcasters
Newspaper Advertising Bureau
Outdoor Advertising Association of America
Radio Advertising Bureau
Specialty Advertising Association International
Videotex Industry Association

I am indebted to those anonymous librarians at the New York Public Library and other libraries with whom I consulted in person and by phone. My most-used single source was *Webster's New World Dictionary, Third College Edition*.

I especially appreciate the help of Yvonne Egertson, librarian of the American Newspaper Publishers Association. Several communications associations stated that they could not participate, lest their participation be considered an official endorsement of the book, but they provided glossaries and other materials. Obviously I am responsible for all of the definitions.

I appreciate the encouragement of Robert Markel and of my family, particularly my wife, Florence Weiner. Many colleagues suggested words. I also was aided by many typists and other assistants, especially Phyllis Scheiner and Zena Bernstein. The editors and staff at Simon & Schuster were indispensable, especially, Charles Levine, publisher, Philip Friedman, general editor, Lisa Wolff, production editor, and the two copy editors, Susan Joseph and Tobie Sullivan.

FOREWORD

From my early childhood, I have had a special interest in communication words. My father was a printer. I worked on student newspapers in elementary school, high school, and college and also worked at a radio station. I have been in the public relations field since the early 1950s. During this time, I wrote seven public relations books, conducted several college courses in public relations, and gave hundreds of lectures, developing in the process an extensive vocabulary in the media and communications fields.

From 1968 to 1986, while operating my own public relations firm, Richard Weiner, Inc., in New York, once or twice a week I sent memos to the staff (which grew close to 100 people) covering new techniques in advertising, market research, publishing, and related fields, as well as public relations. Seeing these memos accumulate, a colleague, Jon Weisberg, suggested that I compile a glossary for use by our staff, clients, and others.

That's how this dictionary began. It started in 1981, as a glossary and primer for people in public relations. It quickly proliferated into what probably is the most extensive collection of words in a variety of media and communication fields—including advertising, book production, broadcasting, computers and computer graphics, direct marketing, exhibitions, film, graphic arts, journalism, library science, mail, marketing, market research, newspapers, photography, printing, public relations, publishing, radio, recording, sales promotion, telecommunications, telephone, television, theater, typography, videotex, and writing.

I hope that readers may want to peruse this book just for pleasure and that they will enjoy the show-biz slang, the colorful words in graphic arts, and the other sections of interest to general viewers, listeners, and readers. Note, for example, the terms that start with China or Japan; the origin of the shopping mall; why newsprint turns yellow; types of headlines; and all the other information that may appear in textbooks or elsewhere, though perhaps not presented as cogently, in this first omnibus dictionary covering the wide range of contemporary communications fields.

INTRODUCTION

We live in a media and communications society.

Over four million people in the United States are employed full time in communications, including over one and a half million in printing and publishing and over a million in broadcasting, film, newspapers, and other publications. Over 600,000 people work in the telephone industry alone and another 100,000 each work in photography, public relations, and advertising. And beyond these, several million people in sales and marketing each day call upon their colleagues in advertising, market research, promotion, and public relations. The language of the media and communications makes up a vital network of meaning in today's workplace.

Even children learn such words as *commercial*, *fast forward*, *color bars*, *jingle*, *tape*, *theme song*, and *VCR*—television terms involving advertising, programming, or technology.

Everywhere we go we encounter media terms. At the theater we may hear references to *flies*, *catwalks*, and *scrim*. In TV listings we read abbreviations such as *TBA*, *rep*, *r*, and *cc*.

Even capable professionals use words whose precise meaning eludes them, such as *ADI*, *aliasing*, *anti-aliasing*, *A-roll*, *B-roll*, *circular*, *cume*, *frequency*, *reach*, and *residual*—all common terms in advertising. Many of the terms in communications and media have forgotten origins. For example, *circular* derives from *circulate*. That's why a flyer, poster, or other printed item circulated by mail or carrier is dubbed a circular.

In outdoor advertising, there are similarities and differences among *billboard*, *board*, *bulletin*, *display*, *panel*, *poster*, and *sign*. In graphic arts, a *mat* is not *matte*. *Calendered paper* is not used for *calendars*. The *Carterfone decision* is unrelated to Jimmy Carter. Some common words, too, have acquired different definitions in various communications fields, such as *character*, *continuity*, *cut*, *field*, *frame*, and *plot*.

Perhaps the greatest strengths of this book are the definitions of hundreds of things you probably know about without being able to name correctly. For example, you might not know that the theatrical classified advertisements listed alphabetically in major city dailies are called *ABC's*—different from the *stacked ads*. You have seen *agony columns*, *Academy leaders* (the numbers appearing on the screen before the movie starts), a *bug* printed on booklets produced by union labor, and the *A-hed* in *The Wall Street Journal*; but did you know their proper names?

Many of the terms in this book are not found in any general dictionary, and some do not appear even in specialized dictionaries or reference books. You are unlikely to find *crow quie* (not the same as *coquille board*), *intermission dropout*, *mouse type*, *non-repro blue*, or *stand-by* guest defined elsewhere.

Whether you are a professional in the media and communications fields or a lay person, you will find this dictionary *all up*, *big time*, a *blockbuster*, *boffo*, *on the button*, a *keep*, a *magnum opus*, *socko*, and *wammo*. So take it away, this is a *wrap*.

THE STYLE OF THIS DICTIONARY

The basic premise of this book is that each definition is written so that you can understand it even if you are not a professional working in the field.

I tried not to be pedantic or esoteric. There are a minimum of Latin abbreviations, such as *cf.*, *e.g.*, *ibid.*, and *i.e.* I allowed my personal whimsy and humor to trickle through at times, such as in the definitions of *lacey luci*, *Maltese cross movement*, and *Martini binder*. I hope that readers find these definitions as useful and enjoyable as those that are more straightforward.

A field label in brackets sometimes follows the entry word, though this is omitted if the definition clearly indicates the field of usage. If there is more than one definition or field, each starts with a boldface number.

Variations of the entry word, or compound words that include the entry word, are in *italic*. Cross-references are in SMALL CAPITAL LETTERS. Alternative names for entry words are given at the end of the entry.

Numbers are listed as if they were written out as words. Alphabetization follows the letter-by-letter method, in which the complete entry is always considered as one word.

In the case of words that are frequently mispronounced, phonetic pronunciations or words they sound like or rhyme with are included.

The dictionary should prove very helpful for words often misspelled: *Actors' Equity Association* (apostrophe after the s), *Publishers Weekly* (no apostrophe), *Audit Bureau of Circulations* (s at the end), *impresario*, *imprimatur*, *teletex* (different from *teletext*), and *videotex*.

In a few cases, an entry also is listed under its common misspelling, such as *chamois* (used by artists), pronounced shammy. The entry *shammy* is cross-referenced to the correctly spelled *chamois*.

Even pejorative words, objectionable to the trade and professional associations of their fields, are included. *Boob tube*, *fine writing*, *idiot card*, *junk mail*, *payola*, *plugola*, and other slang must be included in any dictionary of communications terms.

Several definitions include lists of symbols: see *accent marks*, *audience format*, *proofreader's notations*, *punctuation symbols*, *classes of radio stations*, *classes of radio time*, and *location codes of outdoor advertisements*.

Major companies in each field are included in this book. Without becoming a telephone directory, the dictionary lists trademarked products and services, including common words such as *Letraset*, *Mailgram*, *Photostat*, *Proxygram*, *Teletype*, *Telex*, and *Xerox*.

Companies sometimes change their names to initials without divulging what they stand for. Take a look, for example, at the definition of *IMS*, a company acquired by *D&B* in 1988. Wherever it is likely to be useful, the names of companies, associations, and organizations are listed separately by their initials or acronyms and their full names; for example, *D&B*, which is *Dun & Bradstreet*.

Information is often included about parent or related companies, particularly when recently acquired, because it's hard to find the parent company, such as *Fox*, *Nielsen*, *SAMI/Burke*, or *Simmons*. The *Dow Jones* entry includes the names of its three founders. The *Reuters* entry notes that its founder was named Reuter, not Reuters.

Trade and professional associations and organizations are also listed, as well as their awards, though this book is not meant to replace other basic reference books.

The organizations listed in this dictionary are primarily headquartered in the United States. Some organizations in Canada, the United Kingdom, and elsewhere; particularly those that are sometimes hard to find, are also listed, such as the *International Advertising Awards Film Festival*, *International Public Relations Association*, and *Public Relations Institute*.

Following are the *specs* for this book:

paper: Springhill Offset Vellum 50#

binding: notch

cover: Kivar 5, with 80# C1S jacket stock

typefaces and sizes: 9/10 Friz Quadrata Bold, 9/10 Trump Medieval

A

a 1 about 2 audio 3 an indication of the first item in a series; also written *A*

A answer, as in *Q and A*, for *question and answer*

AA administrative aide, an assistant to a member of Congress or other government official; AUTHOR'S ALTERATION; AVERAGE AUDIENCE

AAA rate the most expensive rate for commercials at radio and TV stations. This term is becoming less common, as stations, particularly in major markets, charge according to ratings and other factors related to specific programs or time periods. However, many stations still use this classification, in which AAA is the highest rate (PEAK AUDIENCE, PRIME TIME) and AA is the next, followed by A and then B (the lowest rate).

AAAA AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

AAF AMERICAN ADVERTISING FEDERATION

A and B roll editing [television] the production of a master tape by assembling segments from two tapes, *A and B rolls*, on the same input machine. The result is a straight cut from one segment to another, without fades or other transitions. The technique uses three machines—two playback decks (the A machine, with the A roll of tape; the B machine, with the B roll) and a third machine to record the master. The editor also can dissolve from one scene to another or use other transitional devices, which are more sophisticated than A and B roll editing.

A and B supered titles [film] a technique of superimposing titles on a scene by double-printing a roll of film (or tape) over another (B) roll

A&E ARTS AND ENTERTAINMENT

A and M ART AND MECHANICAL

A&R ARTIST AND REPERTOIRE

AAP ASSOCIATION OF AMERICAN PUBLISHERS

ABA AMERICAN BOOKSELLERS ASSOCIATION

abandoned call a telephone call in which a connection is made but no conversation takes place, as when the caller is put on hold and then hangs up

abbr. or abbrev. abbreviation

abbreviated dialing a method in which only some of the digits of a telephone number are used; also called *speed dialing*

abc AUTOMATIC BRIGHTNESS CONTROL

ABC 1 an accreditation given to members of the INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS who pass an examination and meet other standards 2 AMERICAN BROADCASTING COMPANY 3 AUDIT BUREAU OF CIRCULATIONS

A, B, C, and D counties [market research] categories of counties, based on population. *A counties* are the largest-population urban areas, and *D counties* are the smallest-population rural regions.

ABC's an alphabetical listing of classified advertisements for theatrical productions, appearing in the entertainment section of newspapers

ABCs of pricing [sales promotion] a general formula for a three-tier mix of products: *A* (loss leaders—items sold at low cost to attract customers), *B* (standard markup or profit), and *C* (high profit)

ABEND acronym for *abnormal end* of a computer task

aberration [television] an image distortion, sometimes caused by electrical interference

abeyance order a purchase order to buy advertising time that currently is unavailable on the station

abnormal end of task (ABEND) termination of a computer sequence prior to its completion

aboard [theater] on stage; *board* refers to the stage floor

A board a large, two-sided outdoor advertising sign, shaped somewhat like an A, also called *A frame*

above plan referring to an unplanned item, not part of a scheduled budget

above [theater] the rear of the stage, or upstage; opposite of *BELOW*. *Above* does not refer to the ceiling area.

above-the-line 1 describing planned budgetary expenses 2 [advertising] referring to production costs 3 [film] referring to the portion of a production budget that covers the major non-

technical creative cost, such as that for writers, directors, producers, and performers, but not technical expenses and labor (*below-the-line costs*) The two together are called *negative cost*. In motion pictures and broadcasting, the people who do above-the-line work are called *staff*; those who do below-the-line work are called *crew*.

above the rod referring to a library catalog card out of its file box

ABP AMERICAN BUSINESS PRESS

abr. abridged; abridgment

abrasion [photography] a fine defect on the surface of processed film, whereas a *scratch* may be a defect that penetrates to the base

abrasion resistance in papermaking, the degree to which paper can withstand scuffing

abridgment condensed form, as of a book, with the original contents, style, and intent retained, though with the text reduced in length An abridgment is not the same as an **ABSTRACT**, **DIGEST**, **SUMMARY**, or **SYNOPSIS**.

A-B rolling [film] an editing technique in which odd-numbered scenes are placed on one reel (A-roll) of film or tape and even-numbered scenes are placed on the other reel (B-roll) In TV, the editing to produce a composite master film or tape is facilitated with two projectors or videotape machines and a video switcher. It is also called *checkerboarding*.

ABS international telex abbreviation for *absent subscriber*, *office closed*

absolute address in computer storage, a location that is permanently assigned an identification number by the computer manufacturer

absorbency the property of a substance to take in sound, light, liquid, or other matter *Absorption* is the penetration of one substance into another.

absolute film a "pure" [absolute] film, one that is abstract and not narrative, such as a pattern of moving lines or shapes produced by a computer or other device; also called *abstract film*

absorption [printing] the first stage in ink drying

a-b split 1 [advertising] a research technique in which different advertisements for the same product or service appear in alternate copies of the same issue of a publication or in alternate envelopes in a direct mailing 2 [market research] a technique in which a **RANDOM SAMPLE** of names are separated into two groups of equal size, with names alternately assigned to each group Research results from the two groups then can be compared.

A-B stereo a method of recording in which two omnidirectional microphones are placed several

feet apart in front of the sound source in order to produce stereophonic sound; also called **SPACED MICROPHONE STEREO**

abstract 1 a summary 2 [journalism] the first paragraph of an article, containing the word count of the full story and the computer retrieval number

abstract film **ABSOLUTE FILM**

abstract mark a logo or symbol that has no obvious visual relationship to the item it represents; see also **ARBITRARY MARK**

abstract set a set, as on a TV news program, that has a neutral background

A-B text a direct comparison of the sound/picture quality of two projectors or other audiovisual equipment The comparison is made by playing one projector and then the other.

AC or A/C **ADULT CONTEMPORARY**

AC or A.C. author's correction; see **AUTHOR'S ALTERATION (AA)**

ACA **ASSOCIATION OF CANADIAN ADVERTISERS, INC.**

Academy aperture the standard size of a 35mm aperture plate of film printers and projectors It yields an **ASPECT RATIO** (of width to height) of 1.33 to 1, called the *Academy ratio* or *standard ratio*. See **ACADEMY OF MOTION PICTURE ARTS AND SCIENCES**.

Academy Awards annual prizes, called *Oscars*, presented by the **ACADEMY OF MOTION PICTURE ARTS AND SCIENCES**, for achievement in several categories of filmmaking

Academy leader an eight-second numbered strip of film that precedes the first picture frame in a reel of film

Academy mask a device that obstructs a portion of the aperture of a film camera, in order to establish a screen size ratio of 1.33 to 1 The mask is no longer used with today's wide screens. See **ACADEMY OF MOTION PICTURE ARTS AND SCIENCES**.

Academy of Motion Picture Arts and Sciences an organization in Beverly Hills, CA, of film producers, performers, and technicians Usually referred to as the *Academy*, it publishes the *Academy Players Directory*, a listing of over 5,000 actors and actresses, with photos and credits commonly used for casting. The Academy establishes various standards for the film industry (see **ACADEMY APERTURE**, **ACADEMY LEADER**, **ACADEMY MASK**, **ACADEMY ROLL-OFF**) and presents the **OSCAR AWARDS**.

Academy roll-off [film] a device to reduce high frequencies on soundtracks, to protect the sound system in theaters It is not used with the **DOLBY SOUND SYSTEM**. See **ACADEMY OF MOTION PICTURE ARTS AND SCIENCES**.

ACB ADVERTISING CHECKING BUREAU

accelerated aging in papermaking, a technique of artificially aging paper to predict its longevity

accelerated montage [film] a series of shots, each shorter or faster-paced than the preceding one. A technique to heighten tension, it is not the same as *parallel montage*, in which two scenes are cross-cut or interspersed, although the intent of the two techniques is the same.

accelerator [photography] the alkali added to the developer to activate it and increase its function

accent a characteristic pronunciation; a distinctive feature; a mark above, below, adjacent to, or through a letter to indicate pronunciation or emphasis. Here are nine common accents (if you know all these names, you are probably a crossword puzzle genius or a professional typesetter). Other accent marks are listed under PUNCTUATION MARKS.

acute é
angstrom Å
cedilla ç
centered point à
circumflex â
dieresis (umlaut) ö
grave è
macron (long vowel) ā
tilde ñ

A *floating accent* is an individual accent mark, separate from the character it modifies (the *base character*). In computerized typesetting, a *floating accent piece* is one that has a zero width so that it can appear centered in relation to the base character. A *pre-positioned accent* also has a zero width but is in a predetermined horizontal position relative to the base character, not necessarily centered.

accent face [printing] a typeface that is considerably different from and contrasts with the characters (letters) of other typefaces used in the same work

acceptability [advertising] the willingness of the media to utilize advertising or programming material

acceptance angle [photography] the minimum angle of a camera, in relation to the subject, that provides sufficient light for a specific scene, the angle at which light rays strike the photocell of an exposure meter. See ANGLE OF ACCEPTANCE.

access 1 availability or approachability, as of media people to public relations practitioners or government officials to media people. 2 [computers] Data stored on magnetic tape is available in *sequential access*. Data stored on disks is available in *random access*. 3 [videotex] the number of frames requested by a user

access channel a local-use channel of a cable TV system. It includes public-access channels (reserved for community use) as well as commercial channels.

access code [telephone] the digit or digits used by a caller to place a connection, such as 9 for a local trunk or 8 for long distance

accessing the entering into or the extracting of information from a computer. *Immediate access* or *direct access* (sometimes called *random access*) is the ability of a computer to enter (store) or obtain (retrieve) data directly from the memory area, without delay, while other data is processed. *Parallel access* or *simultaneous access* is the process of obtaining or storing data when the required time is dependent on the simultaneous transfer of all elements of a requested word or data. *Serial access* is the process of obtaining or storing data by scanning previously acquired data to determine the current location in storage and the sequential or consecutive transmission of data to or from storage.

access journalism a style of writing used by political reporters, columnists, and others that relies on information from interviews with, or access to, government officials, celebrities, and other sources

accession an item added, such as a document or a painting, by a library, museum, or other collection or repository; the process of adding such an item. An *accession number* is a consecutive numeral assigned to each item as it is added; *accession order* is the sequence of the addition; *accession record* (also called, in libraries, *accession book*, *accession catalog*, or *accession file*) is the listing of the items, arranged in the order in which they were added, with information about each.

access period [television] a time period (7:30–8:00 P.M. E.S.T.) returned to the local stations by the networks under a 1970 Federal Communications Commission ruling, to provide communities with the opportunity for more local programming. Though no longer a requirement, the access period has become a **PRIME TIME** for local stations.

access time [computers] the interval between the time at which data are requested from a storage unit to the time delivery, such as the appearance of the data on the screen, begins, or simply the time needed by a data storage unit to receive or produce information

accidental sampling a survey research method that relies on chance. For instance, passersby in a shopping mall or on a street are approached and an interview is requested.

accordion fold 1 a paper in which two or more parallel creases have been made, called a *concertina fold* in the United Kingdom 2 [printing] two or more parallel folds that open like an accordion An *accordion insert* is a leaflet or other item that has a zigzag fold and is bound into or inserted in a publication or used as an enclosure.

account a calculation, record, exploration, or report; a business or organization that is a customer or client of an advertising or similar agency On *account* indicates partial payment or purchase on credit, the slang phrase *on the money*, in contrast, means exact or precise.

accountability responsibility by an individual or firm for the manner in which advertising, public relations, or other funds have been spent

accountable mail mail that requires the signature of the addressee upon receipt, such as certified or registered mail

account executive (AE) a person in an advertising agency or other firm who maintains contact with the client and usually does the basic work, assisted by an *assistant account executive* and managed by an *account supervisor* or *account group supervisor*; often called *account exec*

account group employees in an advertising agency or company department who work on a specific client's campaign Within the group may be an *account executive* and other levels of staff, such as an *account supervisor*.

account opener a gift or inducement offered by a bank to a customer to deposit money—that is, to open an account

Accredited Public Relations (APR) a title given to members of the PUBLIC RELATIONS SOCIETY OF AMERICA who pass an examination and meet other standards

Accrediting Council on Education in Journalism and Mass Communications a journalism education association in Lawrence, KS, formerly called the *American Council on Education for Journalism*

acct. account

accumulator [book production] a device that applies glue (*accumulator gluer*) to the spine or water (*accumulator moistener*) to wet the paper and provide a better fold

accumulated audience the total number of individuals reached by a broadcast or publication over a specified period of time; also called *cumulative audience* (*cume*) and sometimes called *unduplicated audience*, *net unduplicated audience*, or *reach* When the data refer to households instead of to individuals, the term used is *accumulated households*.

accumulator [computers] a register that stores a quantity of data, the place in the memory where

additions and subtractions are made during a procedure; the arithmetically combined data are transferred before each new procedure

ACD associate creative director; AUTOMATIC CALL DISTRIBUTOR

ace [theater] a spotlight with a 1,000-watt bulb

ACE AMERICAN CINEMA EDITORS

ACE Awards annual awards of the NATIONAL CABLE TELEVISION ASSOCIATION for innovative cable TV programming

A certificate Adult certificate, a designation given by the BRITISH BOARD OF FILM CENSORS to movies that may be seen by children under 16 only when accompanied by a parent or guardian

ACES AUTOMATED CAMERA EFFECTS SYSTEM

acetate a salt of acetic acid; a term commonly used for *cellulose acetate* Because it is non-flammable, as compared to nitrate film, acetate film is called *safety film*. As a transparent thin plastic, acetate is the base of motion picture film and a type of phonograph record; in clear or translucent sheet form, it is used as an overlay on graphics and reproduction proofs. *Frosted acetate* or *prepared acetate* is a plastic sheet with one side matted (less smooth) so that adhesives, ink, paint, or other materials can be applied to it. An *acetate medium* is commonly added by artists to water-based paints to increase the paints' adhesion to acetate film or other glossy surfaces. *Acetate paints*, which generally contain acrylic (an acid derived from glycerol), are frequently used in film animation. *Acetate ink* is a thin, flexible, transparent film (not liquid and not really ink) made of cellulose acetate and also used in film animation. The animation is drawn on the acetate ink (called *cels*), which then is placed over background art and photographed one frame at a time. *Acetate records* were breakable and preceded vinyl records.

acetate sleeve a transparent plastic sheath for the protection of items, such as color transparencies

A channel the left-side band of a two-channel audio system

achromatic without color In the *achromatic color* printing process, black ink is substituted for a colored ink to create gray tones. This is also called *gray component replacement*.

acid-free stock paper that has little or no sulfuric or other acid or other destructive ingredients remaining after the manufacturing process

acknowledgment (ack., ackl.) recognition; an expression of thanks, as on an *acknowledgment page* of a book; an indication that a message has been received or transmitted

ACN A. C. NIELSEN COMPANY

A copy [journalism] a term for the part of a news story written in advance, with later material to follow; sometimes called *10-add* material because it is added to the top, or lead, of an article; also called *A matter*. The *A* stands for *advance*. The term is sometimes hyphenated.

ACORN the acronym for *A Classification of Residential Neighborhoods*, a system used by a market research company, CACI, of Arlington, VA, in which households in the United States and United Kingdom are grouped by socioeconomic characteristics

acoustic coupler [telecommunications] a device with a standard telephone as a MODEM input or interface

acoustics the science of sound, especially its transmission; the qualities of a room or other area that determine how clearly sounds can be transmitted or heard in it. An *acoustician* is an expert in sound. An acoustic musical instrument, such as an *acoustic guitar*, is not electronic. Acoustic musicians and singers perform without electronic instruments or accessories.

acoustic suspension [recording] a type of loud-speaker system that utilizes an airtight sealed enclosure

acoustic tile a wall or floor covering that absorbs sounds

acpt. acceptance

acquisition an unfinished work, such as a manuscript, that has been purchased by a publisher, studio, or other organization that intends to produce the work; also, a published book or other finished work purchased by a library or other institution. An *acquisitions editor* or *acquiring editor* reviews manuscripts or other works for potential publication or other production. An *acquisitions librarian* is responsible for ordering or purchasing items, such as periodicals.

ACR audio cartridge; automatic carriage return (on a typewriter)

acronym a coined word, formed from the letters of a series of words, such as *laser* (from light amplification by stimulated emission of radiation). An acronym is not necessarily the same as an *abbreviation* (as of an association name or other phrase), which is not pronounced as a word.

across mike referring to the technique of speaking sideways to a microphone, rather than directly into it, to reduce hissing, popping, and explosive sounds

across-the-board a program or commercial scheduled at the same time each day, generally Monday through Friday; also called *strip*

across the grain [printing] at right angles (90 degrees) to the direction in which the majority

of fibers in paper being manufactured are aligned; also called *against the grain*

acrylic paint a type of fast-drying, water-soluble paint that contains acrylic (an acid derived from glycerol), used in film animation to produce smooth colors on acetate film (called *cels*). A major manufacturer of acrylic paint is Cartoon Colors, Culver City, CA.

act 1 a major division of a play, opera, or other dramatic work. Most plays have two or three acts, generally separated by an intermission. A one-act play is known as a *one-acter*. In a variety program, such as at a nightclub, each performer or group is called an *act*, as is the performance itself. A person who plays a role or performs is an *actor* (man or woman) or *actress* (woman). 2 to perform; to act all over the place: to overact, or to exaggerate a role

ACT ANTI-COMET TAIL GUN; ACTION FOR CHILDREN'S TELEVISION

AC-T ADVERTISING CONTROL FOR TELEVISION, an advertising testing service of McCollum/Spielman, a market research company in Great Neck, NY

act break 1 a scene change that indicates a shift in the action of a plot. In TV, a commercial break often is inserted during an act break. 2 the interval between acts of a play; an intermission. A backstage sign generally indicates to the performers and crew the time of an act break and the number of minutes it will take.

act curtain a curtain on a theater stage that is opened or raised at the beginning and closed or lowered at the end of each act of a play or other performance

actg. acting

acting referring to a work adapted for performance on the stage, such as an *acting script* or an *acting edition*, which contains the text, book, or script as well as indications for entrances, exits, and other stage directions

actinic light [photography] short wavelength rays in the violet and ultraviolet parts of the spectrum that produce chemical changes, as in photosensitive materials. *Actinic opacity* refers to the degree of imperviousness to actinic light. *Actinic transmission* is the conveying of actinic radiation, such as by a photographic emulsion.

action 1 a director's call to begin performing or to start filming. The *action track* is the picture part of a film or tape. 2 a series of events and episodes in a dramatic or literary work. *Rising action* precedes the CLIMAX of a plot; *falling action* follows the climax.

action call [theater] a CURTAIN CALL in which the performer remains in character with the gestures of the part

action cue [theater] a visual cue, involving physical movement, rather than speech

action cutting [film] the instantaneous shifting from one shot to the next, generally achieved by overlapping the action on successive shots, by using two cameras (one for each shot) in simultaneous operation or by editing

action device [direct marketing] an item designed to persuade a consumer to take some specific action, such as to remove a Yes or No stamp and paste it on a card; also called *involvement device*

action field the area that is actually being filmed or taped by the camera

Action for Children's Television (ACT) a non-profit group in Newtonville, MA, established in 1971 to upgrade children's TV programs

Action News a style of TV newscasting that emphasizes fast-paced realism; sometimes called *Eyewitness News*. Techniques include telecasting from the newsroom (or a set that looks like a newsroom), team coverage by reporters and newscasters, often informally dressed, and intercutting or fast mixing of live reports and newscast or tape.

action outline a description of the major sequences or scenes in a script to be filmed or taped

action paper a treated paper that produces copies without carbon paper

action print only (APO) the instruction to make a film print without sound (an *action print*)

action properties objects actually handled by performers, as distinct from *still props*; also called *action props*.

action shot [film] a shot in which the camera follows the movement or action; also called *follow shot*, *moving shot*, or *tracking shot*

action still a photograph enlarged from a frame of a motion picture; also called *frame enlargement*. It is not the same as a *production still*, a photograph taken with a still camera during production.

action track the picture part of a film or tape

action viewer a viewfinder attached to a film camera or used separately to locate a camera position (where the camera should be pointed) for a sports event or for other action

actives 1 [marketing] customers on a list who have made purchases within a prescribed time period, such as one year; subscribers whose subscriptions have not expired 2 [radio] listeners who call a station to make programming requests or who participate in contests or call-in programs

actor-manager an actor who also manages the theater group in which he appears, a dual position that was common in 19th-century England

actor proof a theatrical script that is extremely likely to be successful, regardless of any ineptness of the performers

Actors' Equity Association an AFL-CIO union, based in New York, of about 30,000 professional actors and actresses. Members are issued *Equity cards*; producers of professionally staged plays hire an *Equity cast* in accordance with *Equity scale* (the *Equity payment schedule*) and regulations.

ACTS AMERICAN CHRISTIAN TELEVISION SYSTEM

act-tune a musical composition played between the acts of a play, common in the 16th and 17th centuries in England

actual the real, final cost of a program or project, as opposed to the projected cost

actuality a live or taped news report broadcast from the scene, containing the voice(s) of the newsmaker(s) as well as of the reporter

actual line focus [theater] the technique of arranging performers in a play in one or two lines so that the viewer is likely to focus on the principal performer, positioned at the front of the line or at the intersection of the two lines. It differs from *visual line focus*, in which the other performers direct their attention to the principal performer.

act well a play or show that is relatively easy to perform

acutance [graphic arts] the degree of sharpness of an image, as measured by a densitometer, which indicates the density change in different areas

acute accent a mark (´) above a vowel to show quality, length, or stress and after a syllable to show stress

ACV ALL-COMMODITY VOLUME

ad advertisement; ADVERTISING

AD or A.D. *anno Domini* (Latin, "in the year of the Lord"), a designation sometimes used on tombstones and cornerstones or as a formal method of dating, to indicate a year (as in A.D. 1954); ART DIRECTOR; ASSISTANT DIRECTOR; ASSOCIATE DIRECTOR

adage an old saying that has been popularly accepted as a truth

Ad Age short for *Advertising Age*, a tabloid published weekly by Crain Communications, Chicago. It is the largest-circulation publication in the advertising field.

ad alley old slang for *advertising* or *advertising industry*; see also ALLEY

adaptation the changing of literary matter from one medium to another, such as the basing of a movie script on a novel

ad curtain a painted drop (an OLIO), often on rollers, hung onstage in theaters (particularly vaudeville, in the 19th and early 20th centuries), on which advertisements were painted; also called *advertisement curtain*, *ad drop*, or *advertisement drop*

add. 1 ADDENDUM 2 [journalism] addition, a term indicating material to be added to copy already written. Pages or sections to be added are numbered *add 1*, *add 2*, *add 3*, and so on. Copy written in advance (A copy) sometimes is called *10-add*.

added scenes [film, television] scenes added to a production after the principal photography has been completed

added value [marketing] extra benefits of a product or service, such as delivery, financing, information by telephone, and warranty

addendum supplementary material placed at the end of a book or other publication, or inserted as a separate sheet (such as a list of corrections). The plural is *addenda*.

additional copy [journalism] a notation, as on a manuscript, that more articles are available if needed

additional period [telephone] the time after the initial period (such as three minutes) of a telephone call, used to measure charges in excess of the basic rate

additive primaries [film] the primary colors—red, yellow, and blue—when they are combined. When lights of these colors are mixed, the result is the suggestion of white light.

additive printer a printer for color film (also called *additive color printer*) that combines lights of red, yellow, and blue (ADDITIVE PRIMARIES), using one lamp (with *light values*) or three lamps

additive process 1 [film] a technique of producing white light by projecting and overlapping lights of red, yellow, and blue (ADDITIVE PRIMARIES) 2 [photography] a method of printing from a color negative using red, yellow, and blue filters

add-on sale [marketing] the sale of a related item, such as accessories or supplies for an appliance. If it is unwarranted or excessive, the transaction is called *loading*.

address 1 [computers] the location on a disk or in the memory within which a specific piece of information is stored, the number assigned to that location, or any part of an instruction that directly or indirectly specifies the location. An *absolute address* is permanently assigned to a specific memory location or device in the com-

puter. Addresses are stored in an *address register*, and their location is *addressable* (accessible) by use of an *address part* (a portion of an instruction word that specifies an address). The *address format* is the arrangement of the address parts of an instruction. The *instruction address* is the address used to select an instruction. 2 [telephone] a complete telephone number, including the area code

addressability [television] the ability of a cable TV operator to control a converter in a subscriber's home. *One-way addressability* functions from the operator to the subscriber; *two-way addressability* includes communication from the subscriber to the operator. An *addressable system* is a cable TV system with addressability.

addressable converter a device attached to a TV set to permit access to pay-per-view or other special programs or channels

address book a book of addresses, generally arranged alphabetically by name, such as a small booklet kept by an individual. Some telephone companies and others publish telephone directories arranged by address (called an *address book*, *address directory*, or *reverse phone directory*) instead of by name. A *new address book* is a directory of new subscribers of telephone service, generally individuals or companies that have recently moved.

addressee a person or entity that receives mail; the party to whom the mail is addressed (by the mailer or addresser)

address track the outermost border or one of the outer tracks, such as one of the audio tracks, of a videotape. It contains cueing information, to be used in editing or perhaps in broadcast transmission; for instance, the address track may provide audio or visual time or other information not to be heard by the home viewer.

ADDY an award for outstanding national and local advertisements and advertising campaigns, presented by the AMERICAN ADVERTISING FEDERATION

adhesive binding a bookbinding method in which the pages are glued to the spine, instead of being stitched or attached in other ways, also called *perfect binding*

ad hoc network [broadcasting] a group of stations that is formed for a special purpose, such as the showing of *Nicholas Nickleby* or other one-time TV programs or series. *Ad hoc* is Latin for "for this."

ADI AREA OF DOMINANT INFLUENCE

ad interim copyright the temporary registration of materials for copyright protection, pending acceptance and full registration

adjacency 1 [broadcasting] a commercial or program preceding or following another on a radio or TV station or network, or the time period itself 2 [printing] in computerized typesetting, the condition in which two adjacent characters (letters or numbers) are spaced too close together

adjustment a settlement, usually involving the lowering of price, as when an advertisement was improperly published or broadcast

ad lib an unscripted, spur-of-the-moment, extemporaneous, improvised comment, remark, or speech; an instruction in a script or sheet of music to improvise; to improvise The term is from the Latin *ad libitum*, meaning "it pleases."

adlux [photography] a black-and-white transparency

admonitory head [journalism] a headline with the subject omitted, such as an exclamatory phrase

adnorm a term used by the research firm of Starch INRA Hooper, of Mamaroneck, NY, to indicate the amount of readership exposure an advertisement receives in a specific publication The measurement is based on characteristics of the publication, the size of the advertisement, and other factors that then provide a basis for comparison with similar advertisements.

ad-noter a term used by Starch INRA Hooper of Mamaroneck, NY, to designate a reader who claims to have noticed a specific advertisement

ADO [television] Ampex Digital Optics, a SPECIAL EFFECTS device made by the Ampex Corporation, Redwood City, CA

adoption the selection, by a school, department of education, or other agency, of a book in a course or school system

ADP AUTOMATIC DATA PROCESSING

ad-pub advertising and publicity, a combination of functions sometimes found at theatrical companies, who may employ an *ad-pub chief*

ADR AUTOMATIC DIALOGUE REPLACEMENT

ad retention a measurement of SIMMONS Market Research Bureau, New York, that indicates the percentage of readers of a publication who remember the advertising in the current issue

ADRMF AUTOMATIC DIALER RECORDED MESSAGE PLAYER

ADT AVERAGE DAILY TRAFFIC

AdTel a marketing service based on store scanner data and other information, conducted by BURKE MARKETING, of Cincinnati, OH

adult contemporary a format of radio stations that emphasizes current popular music but not hard rock

adv. advertising

advance 1 a news release, or a print or broadcast report, about a forthcoming event Publicity material sometimes may be used prior to the event unless it includes the designation *Hold for release* 2 payment to an author prior to publication (called *advance on royalties* or *advance against royalties*), or any other prepayment

advance bound galleys [book production] a set of uncorrected galley proofs (typeset manuscript on long sheets) bound within a plain paper cover (generally with title and other information on the front) *Advance sheets* are unbound galleys.

advance card [marketing] a postcard or letter sent to inform the recipient that there will be a subsequent mailing, such as a questionnaire, sweepstakes entry form, or sales promotion

advance copy a book, magazine, or other publication sent prior to the regular shipping or prior to the publication date

advance dating an invoicing method in which credit is extended to a customer by setting the payment in the future, possibly several months later (in which case the practice is called *season dating* or *seasonal dating*)

advance order a sale made prior to the availability of a book or other product

advance premium a gift given to a customer in anticipation of future purchases

Advance Publications one of the country's largest media companies Headquartered in New York, it is privately owned by the Newhouse family and publishes the Newhouse Newspapers (the *Newark Star-Ledger* and others), *Parade* (the world's biggest Sunday supplement), *The New Yorker* magazine, and Condé Nast Publications (*Vogue* and other magazines). Advance also owns many cable TV systems.

advance ratings a preview of the ratings of a radio or TV program or station, provided by phone by an audience-survey company to a client

advergram a telegram that is a sales solicitation or advertisement

adverprop advertising propaganda; advertising that proselytizes or promotes an ideology, cause, or concept

advert British slang for *advertisement*

advertisee the recipient of a message from an advertiser, or the audience of an advertisement

advertiser-supported network a radio or TV network whose programs are free to listeners or viewers and that raises revenues by broadcasting commercials from advertisers Noncommercial stations and/or pay services, in contrast, seek funds from listeners and viewers.

Cable TV also includes advertiser-supported networks, such as CABLE NEWS NETWORK.

advertising the use of paid media to sell products or services or to communicate concepts and information by a sponsor or advertiser. **PUBLICITY**, on the other hand, sometimes is called *free advertising* in that the source of the publicity does not purchase the time or space from the media (the services of professional publicity agents, of course, are not free). Some media, such as outdoor billboards, are available only or mostly to advertisers. Other media, such as newsletters, usually are not available to advertisers. In its broadest sense, **PUBLIC RELATIONS** incorporates all forms of communications, including advertising.

As a marketing process directed to prospective customers or other audiences, advertising generally involves purchase of time or space in a medium and thus is characterized as *controlled*, whereas publicity is not necessarily directed at potential purchasers. The industry itself also is called *advertising*, as is the end product, the *advertisement* or *ad*. The organization responsible for the process is called an *advertising department* or *advertising agency*.

advertising allowance money paid by a manufacturer or wholesaler to a retailer for advertising (by the retailer) of the product. The fee may be in the form of a deduction in the amount the retailer pays for the merchandise, rather than a direct payment to the retailer. Advertising allowance is a form of **PROMOTIONAL ADVERTISING**.

advertising banner a headline, usually in a newspaper or magazine, under which advertisements are grouped by category, such as antique dealers or country inns

Advertising Checking Bureau (ACB) a company in New York that monitors the advertising in every daily newspaper and many weekly newspapers in the United States. Copies of ads are sent to advertisers as a service to newspaper publishers, who do not then have to send proof that the ads were in fact published.

Advertising Council, Inc. a nonprofit organization in New York that approves and helps to conduct national public service advertising campaigns for nonprofit organizations; commonly called *Ad Council*

advertising cycle the stages in the life cycle of a product or campaign, such as the *pioneering stage* (testing and introduction), *competitive stage* (national rollout and move to maturity), and *retentive stage* (including possibly the product plateau or decline); also called *marketing cycle*

Advertising Hall of Fame See **AMERICAN ADVERTISING FEDERATION**.

Advertising Information Services Inc. a New York company, owned by about 20 major advertising agencies, that views tapes of prime-time network TV programs prior to broadcast and sends descriptions of their content to the agencies. Potential problems in the programs then are sent by the agencies to sponsors, or potential sponsors, of the programs.

advertising pages the number of pages of advertisements in a publication for a single issue or over a period of time, such as one year. Fractions of pages are added together, so that the total number represents the entire advertising content, expressed as pages. The *advertising content* (the portion of a publication devoted to advertising) may be expressed as the total number of lines (*linage*) or as a percent of contents.

advertising provider (AP) an advertiser who pays to display advertisements on a **VIDEOTEX** system

advertising quadrangle a concept of the four elements of communication: the sender (the advertiser), the message, the medium (print, broadcast), and the receiver. Similarly, in **MARKETING**, the quadrangle is the sponsor, the product, the channel of distribution, and the prospect.

Advertising Register a directory of advertisers and their agencies. Because of its red cover, it often is called the *Red Book*. The formal name is *Standard Directory of Advertisers*, published by the **NATIONAL REGISTER PUBLISHING COMPANY**, Wilmette, IL.

Advertising Research Foundation (ARF) a nonprofit organization of advertisers and advertising agencies. Based in New York, it conducts research and publishes the *Journal of Advertising Research*.

advertising rule a line set by a publication to separate adjacent advertisements on a page, particularly if the ads do not have ruled borders

advertising specialty a useful or decorative item used for advertising, such as a cap, T-shirt, key chain, matchbook, pen, or other common or novel product. It is generally low in cost and given away free, and thus it differs from a **PREMIUM**, which usually is not free. Common categories are calendars, writing instruments, and wearables. Advertising specialties generally are imprinted with an identification of or a message from the advertiser or donor. They are sometimes incorrectly called *advertising novelties*.

Advertising Specialty Institute (ASI or A.S.I.) a company in Philadelphia that assigns four-digit numbers (*ASI numbers*) to specialty advertising to simplify identification of the supplier