

Glossary

- 1. Pre-emption:** the substitution of one advertiser's local TV commercial by another advertiser paying a higher price for the spot, or by a different program of interest.
- 2. Availability :**unsold units of time available for broadcasters to sell to advertisers. Also refers to a station's submission of programs and rating estimates for advertising planning and buying.
- 3. Analog:** Media software which has a physical quality and presence.
- 4. Audience:** The group of consumers for whom the media text was constructed as well as anyone else who is exposed to the text.
- 5. Branding:** The process by which a commodity in the marketplace is known primarily for the image it projects rather than any actual quality.
- 6. Censorship:** The practice of suppressing a text or part of a text that is considered objectionable according to certain standards.