

**ZETTL - STUDY GUIDE - CHAPTER 1**  
**NOTE: As you prepare your answers, also consider**  
**HOW TO APPLY THE AESTHETIC CONCEPTS IN PRODUCTION.**

**CHAPTER 1: INTRODUCTION TO APPLIED MEDIA AESTHETICS**

1. What is meant by the term AESTHETICS? What is meant by APPLIED MEDIA AESTHETICS? What is the purpose of applied media aesthetics?
2. What is CONTEXT? What is CONTEXTUALISM? How does contextualism apply to our everyday lives?
3. What does Zettl mean by PREDICTABLE AESTHETIC RESPONSE?
4. What is DECODING? What is ENCODING? (not in text)