

# MEDIA

## I. Simple uses.

1. **The main means of mass communication**, esp. newspapers, radio, and television, regarded collectively; **the reporters, journalists, etc., working for organizations engaged in such communication**. Also, as a count noun: a particular means of mass communication. Cf. MEDIUM n. 4d, MASS MEDIA n.

1923 G. SNOW in N. T. Praigg Advertising & Selling 240 Mass media represents the most economical way of getting the story over the new and wider market in the least time. 1927 Amer. Speech 3 26 It was finally decided to allot a definite media to each member. 1927 Amer. Speech 3 26 One of the best advertising medias in the middle west. 1972 Times 19 July 13/6 Miss Allen seems to be under the impression that the media is confined to newspapers. 1973 'R. MACDONALD' Sleeping Beauty i. 9 'You from a media?' 'No, I'm just a citizen.' 1976 F. ZWEIG New Acquisitive Society I. v. 53 There is insistence on spontaneity and simplicity of life, decrying..the calculating tactics of political parties and medias. 1982 Times 7 Sept. 4/6 'It is important to realise the essential quality of democracy relies on a democratically controlled media,' he added. 1994 M. EBON KGB: Death & Rebirth III. xiii. 142 The term 'Western special services' had long been used by Soviet medias as a synonym for foreign intelligence agencies.

2. Computing. **A physical object** (as a disk, tape cartridge, etc.) **used for the storage of data**. Cf. MEDIUM n. 4e.

1982 ICL News July 2/5 Media is the means of entry, output, exchange or storage of data handled by the operator and removable from the peripheral. It includes disc packs and cartridges, flexible disc cartridges, magnetic-tapes, autoloader collars, tape cassettes, punch cards and printer stationery. 1990 Metals & Minerals July 422/1 The format of the storage material or, as it is often termed, the media, is almost always that of a tape or disc. 1992 UnixWorld Apr. 131 (advt.) The 1 GB CY-2000 optical disk drive saves and restores files at hard disk speed. All on a removable media that protects your data.

## II. Compounds.

3. **media education, elite, personality, relations; media-saturated adj. media baron**, a powerful owner of media; spec. one thought to influence public opinion for political or personal ends (see BARON n.2b). **media blitz**, media coverage of great thoroughness or intensity, freq. for advertising purposes. **media centre** U.S., a library, freq. in a school, college, etc., offering audio-visual facilities. **media circus**, the media considered as forming a chaotic or unwieldy presence; spec. (an instance of) a mass of journalists gathering to report a major event. **media consultant**, a person who advises on the most effective use of the media for public relations, campaigning, etc. **media darling**, a person who is featured frequently (and esp. favourably) in the mass media. **media event** orig. U.S. Polit., an event which gains extensive (sometimes undue) coverage in the mass media, esp. one staged solely to attract such publicity. **media-friendly** a., suitable or attractive for mass media coverage. **media hype**, extravagant or intensive publicity created by or by means of the mass media, esp. out of proportion to the person or thing being publicized. **media junkie**, (a) a person who is dedicated to perusing the mass media; (b) a celebrity who craves attention from the mass media. **media man**, a person who sells advertising space; (also) a person professionally involved in the media. **media market**, the geographic or demographic area reached by a specific branch of the media. **media mix**, the combination of mass media selected, esp. in an advertising campaign, as most likely to achieve maximum impact on the public. **media person**, a person working in the media. **media room**, a room in which the equipment or media for mass communication (as telephone, fax, computer, etc.) is fitted. **media-savvy** a. = adj. **media-shy** a., unwilling to appear in or be covered by the mass media. **mediaspeak**, the kind of media-wise language seen as acceptable to the media, or used by those in the media. **media studies** (freq. with sing. concord; also occas. in the sing. form as

media study), analysis of the mass media; study of the media as an academic discipline. **media-wise**  
a., having a shrewd understanding of how to interpret or manipulate the media.

1970 D. G. CLARK & E. R. HUTCHISON Mass Media & Law p. ix, If the flow of ideas is dammed by \*media barons..then an irreversible trend may be set toward a monolithic, totalitarian state. 1993 New Yorker 18 Oct. 86/3 Ross had achieved international stature as one of the media barons of our age.

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1973 N.Y. Times 1 Nov. 90/5 The headquarters of..Charles W. Sandaman Jr...announced a step-up in his campaign today..releasing a partial schedule of what it called a 'long-awaited \*media blitz'. 1993 Playboy Feb. 3/1 In the midst of a media blitz about the tragedy of Pan Am 103, Contributing Editor Morgan Strong completed a six-month investigation of his own.

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1970 Jrnl. Higher Educ. 41 493 Collaboration between librarians and audio-visual people is increasing. At the school level [they]..have merged to become media specialists who work in \*media centers. 1976 Monitor (Texas) 25 Mar. 6C4 Media center is the 'now' name for what used to be the school library... There also is emphasis on audio-visual materials, including tapes of plays, film-strip records, slides and transparencies. 1994 Washington Post 3 July A4/4 Marvin Kalb, director of Harvard University's Joan Shorensteine Barone media center.

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1978 Washington Post (Nexis) 29 June B1 Princess Grace herself is still traumatized by the memory of her own \*media-circus wedding to Prince Rainier in 1956. 1995 Guardian 29 Nov. II. 7/1 Susie coped with astonishing poise with the media circus that followed John's death in Croatia.

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1966 Demography 3 343 Mr. Robert R. Blake, \*media consultant in the Ford Foundation, India office. 1995 Guardian 10 Feb. I. 22/4 If necessary, any MP could apply to attend a session run by the Tories' in-house media consultants.

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1977 Washington Post 11 Sept. (Mag. section) 5/4 When he was personal photographer to President Ford, David Hume Kennerly was a \*media darling and also, it was rumored, Susan Ford's. 1992 D. MORGAN Rising in West III. xxii. 432 The New Jersey Generals and the USFL hoopla had helped him become a media darling. 1994 Impact Oct. 20/2 Royalle has become something of a media darling in the U.S.

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1977 Washington Post 28 Sept. B7/3 Mr. Buhrman, a 1971 alumnus of Shippensburg State College, took a master's in instructional \*media education from West Chester State College, and is employed by the Washington County Board of Education, where his fiancée is a teacher. 1990 Times Educ. Suppl. 26 Oct. (Review section) R15/5 Media education claims to relate 'academic knowledge' to students' existing 'common sense' and, in particular, aims for students to question their sense of self.

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1973 Public Opinion Q. 37 580 \*Media elites have close interpersonal relationships with political elites. 1989 N.Y. Woman Oct. 92/1 Picture Chuck Berry at..the World Financial Center,..duck walking for the country's corporate and media elite. 1993 Coloradoan (Fort Collins) 23 Jan. A10/2 Media elites have coined a politically correct term for it. They call it 'policy shifting'.

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1972 Guardian 16 May 16/6 McGovern..occasionally stages a '\*media event' which uses the unwitting people as props for TV news footage. 1978 New Yorker 13 Mar. 3 The 'media event', which is no event at all until the network camera crews tramp in to make it so, is one example of the attempt to shape the world to subjective corporate fiat. 1994 Arena Sept.-Oct. 13/2 Which is why any of those self-consciously unspontaneous media events like Woodstock 2 or Fraser Clark's upcoming über-rave in the Grand Canyon will never be the stuff of pop legend.

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1986 N.Y. Times 8 Sept. C19/2 When the author first addresses the \*media-friendly pitcher Bill Lee, it is as follows: 'Mr. Lee, wou-wou-wou-wou-wou..would it be possible..?' 1993 Independent on Sunday 4 Apr. 2/3 Abortion clinics are part of a eugenic conspiracy to produce a modern version of Hitler's master race in neat, media-friendly soundbites.

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1978 New Statesman 8 Dec. 778/2 His sternest critics recognise that under the \*media hype there is a first-class brain ticking away. 1992 B. ADAMS Brought to Bk. 18 These corporate publishers were

only interested in pouring money into the big names, with massive advances and media hype.

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1983 Washington Post 23 Jan. G7/1 She is, by all reports, a \*‘media junkie’. She reads The New York Times, The Washington Post, The Washington Times, USA Today, the Los Angeles Times, Women's Wear [etc.]. 1989 ‘C. ROMAN’ Foreplay xi. 123 The Woodstock field trip that turned into a rally for media junkies.

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1955 Public Opinion Q. 19 36 Advertisers are apparently unwilling to grant the total integrity of \*‘media men’, as space salesmen are sometimes called. 1974 Listener 28 Feb. 260/1 The impartial experts and media men, rather than the partisans. 1994 Face Oct. 81/2 But this guy wants to get to know me. Or rather he wants to get to know my wallet and all the big bucks my visiting media man must have.

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1956 C. W. MILLS Power Elite xiii. 304 The publics become mere \*media markets: all those exposed to the contents of given mass media. 1966 Media/scope Sept. 132/1 The media-market patterns vary in extent of urbanization, speed of change, direction of change. 1972 N.Y. Times 3 Sept. 22/1 The Democratic nominee..is counting on..a newly chartered jet that will take him to two or three major media markets each day. 1991 N.Y. Times Mag. 27 Oct. 36/5 His heavy press schedule has been stepped up a notch, his swings across the state carefully planned to hit every available media market.

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1960 Public Opinion Q. 24 501 Preoccupied as advertisers and management are with discovering the most efficient \*media mix, why do researchers always prove that one..medium provides a better solution than others? 1975 N.Y. Times 13 June 57/4 The Radio Advertising Bureau has almost completed what it believes to be ‘the largest media-mix study in advertising history’... A media mix is when more than one advertising medium is used. 1991 M. SCOTT Nudists may be Encountered 50 For Roy's she gave a hard-used, step-by-step account of the campaign she proposed market research, target audience, lead-in times, media mix, follow-up.

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1958 Public Opinion Q. 22 115 Cooperation with mass \*media persons should not be jeopardized by too frequent usage. 1973 New Yorker 16 July 52 The Braves' attendance so far strongly suggests that if Hank should waft the record-breaker during a home game the deed will be witnessed by more mediapersons than Atlantans. 1992 Sunday Times of India 19 Apr. 8/7 Mediapersons found themselves frittering away their energy in this tortuous heat chasing persons in authority for functional facilities.

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[1955 Amer. Q. 7 340 [Thomas E.] Dewey..learned of the importance of having a dynamic mass-media personality a little too late for his own benefit.] 1977 Washington Post 1 May D1/2 This new bit with the Star has helped Allen complete the circuit and become an incomparable \*media personality. 1991 Bostonia June 13/3 Whether your aim is to be a topflight marketing executive with a Fortune 500 company, a charismatic media personality, or a dynamic young entrepreneur... that dream can be yours.

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1974 Public Opinion Q. 38 305 Lindemann..is assuming over-all responsibility for Hofstra's \*media relations. 1991 Sports Illustr. 19 Aug. 34/2 He was..hired by the White House..to improve the President's media relations.

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1977 Washington Post 24 Nov. C5/1 Indeed, future homes will probably be designed with \*Media Rooms built in. 1995 ‘K. FRIEDMAN’ Armadillos & Old Lace ix. 27 The disc jockey..ran the station out of the media room.

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1960 World Politics 12 544 Beyond the free information he picks up just by being alive in our \*media-saturated world, he does not see how acquiring detailed political data will make him better off. 1992 Premiere Sept. 25/2 They're born in the '60s and came of age in the '70s and '80s... They're well-educated, media-saturated, well-traveled young people who are sort of disenfranchised.

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1979 Washington Post 17 June N1/4 The Bellins are a couple for the \*media-savvy '70s. 1994 Vanity Fair (N.Y.) July 79/1 Both of them, media-savvy to their fingertips, have incorporated this knowledge into their acts.

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1973 Atlantic Monthly Oct. 64/2 A man who was involved with the Monkees from their conception to demise..is \*media-shy and insists on remaining anonymous. 1991 Details Dec. 148/1 The normally media-shy star is embarking on a massive press junket this month.

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1983 Washington Post 5 May B17/5 Sherwin also has an ear for fleeting bits of \*Mediaspeak. 1994 Amer. Spectator Feb. 47/1 Much mediaspeak..suggests that you must be full of computer-age high-tech skills in order to get jobs. 1996 USA Weekend 12 May (Electronic ed.), His Mandarin Chinese is as good as his English, but his mediaspeak is even better... Yahoo!, he tells all who'll listen, will deliver 'a high number of eyeballs' to advertisers.

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[1951 Amer. Sociol. Rev. 16 174 Mass media studies have, on the whole, tended to conceive of the audience as a series of discrete individuals.] 1968 Audiovisual Instr. Jan. 12/2 Experience gained in the nascent film study and screen education programs can provide guidelines for \*media study. 1975 Times Educ. Suppl. 4 Apr. 54 (heading) Stephen Thomas and Brian Thomas on introducing media studies into primary schools. 1977 Gay News 24 Mar. 23/2 Dennis..went to the University of Massachusetts, where he received a BA in media studies. 1994 Daily Tel. 27 Aug. 15/4 It has been an uphill struggle to persuade universities to accept entrants with A-level subjects such as media studies.

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1992 D. MORGAN Rising in West III. xx. 393 To the uninitiated, they often looked less like churches than stages for the \*media-wise celebrities who were their pastors. 1998 T. BAEHR (title) The media-wise family.

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## MEDIATION

### 1. a. Agency or action as a mediator; the action of mediating between parties in dispute; intercession on behalf of another.

a1387 J. TREVISA tr. R. Higden Polychron. (St. John's Cambr.) VII. 349 Malcolynus..made pees by mediacioun, so at Malcolyn schulde be obedient to kyng William. c1390 CHAUCER Man of Law's Tale 234 By the popes mediacioun..They been acorde. 1431 in T. Smith & L. T. Smith Eng. Gilds (1870) 280 If these men..with good mediacion of the alderman mowe not brynge hem at acorde. 1447 O. BOKENHAM Lives of Saints 165 Be the blyssyd medyacyoun Of thys virgyne. 1535 A. WINDSOR Let. 7 Mar. in Lisle Lett. (1981) (modernized text) II. 419 If it shall please..you..to send a loving letter to the Warden of your lordship's pleasure in this behalf,..I think..by reason of that same, with mediation of your friends, that some good reasonable way shall be taken therein. 1572 in J. H. Burton Reg. Privy Council Scotl. (1878) 1st Ser. II. 134 Be freindlie mediatioun and laubouris. 1675 H. NEVILE tr. Machiavelli Prince in Wks. 207 The Ursini reconciled themselves to him, by the mediation of Signor Paulo. 1788 GIBBON Decline & Fall IV. xlv. 462 As a Christian bishop, he [sc. Gregory] preferred the salutary offices of peace; his mediation appeased the tumult of arms. 1844 C. THIRLWALL Hist. Greece lxiii. VIII. 243 Envoys..had been sent to offer their mediation for the purpose of terminating the war. 1914 E. GREY in Great Brit. & European Crisis 64 Mediation was ready to come into operation..if only Germany would 'press the button' in the interests of peace. 1955 Times 5 Sept. 9/5 Dr. Najib-Ullah..does not wish to bring the matter before the United Nations, 'where so many disputes still remain unsettled', but would be glad of the mediation of friendly nations. 1987 Christian Aid News 7 Jan. 4/1 Wars will continue, and if mediation fails there is little outside agency can do to prevent the tide of homelessness which follows violence.

b. Theol. **The intercession of Christ**; spec. the atonement. Cf. MEDIATOR n. 1a. Obs.

?a1425 Orchard of Syon (Harl.) 124 e schulden perseuere and dure, til e come to me at schal eue ou watir of liifly grace, e which I schal delyuere ou by e mediacioun of my..sone, Ihesu. a1500 (?a1400) Stanzaic Life of Christ (Harl. 3909) 1132 Thre myschefs monkynde hade er God of vs wold haue mercy And mediacioun mekely made. 1581 N. WOODES Confl. Conscience IV. i. sig. Fiv, In the mercies of God, by Christs mediation: By whom I am sure of my preseruation. 1621 H. AINSWORTH Annot. Numbers xvi. 37 Antichristians, which abuse and despise Christ's mediation. 1667 MILTON Paradise Lost III. 226 All mankind Must have bin lost,..had not the Son of God,..His dearest mediation thus renewd. 1713 E. WARD Poet. Entertainer IV. 36 No solid Joy But flows, O God, from Thee alone; Nor can it be obtain'd, but by The Mediation of Thy Son. 1857 M. PATTISON Ess. (1889) II. 241 The Mediation-Theology itself does not shrink from engaging the Christological problem.

c. **The process of attempting to settle a dispute without recourse to litigation**, through negotiation conducted by a neutral intermediary (now. freq. a professional individual or organization employed for this purpose). Freq. attrib.

1916 J. H. COHEN Law & Order in Industry in Polit. Sci. Q. 31 471 [The industrial agreement] is a fundamental constitution for the doing of business between the workers and the employers, with a supreme judicial tribunal, a conciliation and mediation department, a department for the establishment of legislation by consent of both parties, and an administrative department. 1923 J. D. HACKETT in Managem. Engin. May 344 Mediation. The adjustment of a controversy between employer and employees through the efforts of some independent agency. 1965 M. MICHAEL tr. J. Myrdal Rep. from Chinese Village I. 27 If they persist, the matter [of a divorce] is taken up by the mediation committee of the people's commune. 1978 N.Y. Times 30 Mar. B10/5 A spokesman for the National Mediation Board said that the two sides 'have a lot to talk about' and could be in mediation for several weeks. 1992 Globe & Mail (Toronto) 6 Aug. 4/6 Last year, 740 criminal cases were referred to mediation in Manitoba.

2. a. **Agency or action as an intermediary; the state or fact of serving as an intermediate agent, a means of action, or a medium of transmission; instrumentality.**

a1420 LYDGATE Troyyes Bk. (Augustus) IV. 162 How I be-stat..Wolde in no maner never occupie By oer title an fre elleccioun, Nat interrupt by mediacioun of procage [read brocage] roted vp-on mede. a1450 (1391) CHAUCER Treat. Astrolabe Introd. 12 By mediacioun of this litel tretys, I purpose to teche the a certain nombre of conclusions. a1513 J. IRLAND Meroure of Wyssdome (1965) II. 70 The sone wyrkis nocht his operacioun bot be the mediacioun of the causis particular and inferior. 1560 J. DAUS tr. J. Sleidane Comm. 21 His fellowes at home..wrot to Lewis the Frenche kinge, by the mediation of Erarde Marchiane Byshoppe of Liege. 1615 G. SANDYS Relation of Journey 168 Not to be touched but by the mediation of a sticke prepared for the purpose. 1646 H. LAWRENCE Of Communion & Warre with Angels 38 The understanding receives things by the mediation, first of the externall senses, then of the fancy. 1648 in S. R. Gardiner Hamilton Papers (1880) 205, I intend to corresponde with you by her mediation. 1682 N. GREW Of Mixture I. v. §5 in Anat. Plants 232 To mix them by mediation of some third..Body, which may be congruous in part to them both. 1710 J. NORRIS Treat. Christian Prudence iii. 135 By the Will those Motions or Operations (Imperate Acts as they are call'd) which are performed by the mediation of the Body. 1796 E. BURKE Lett. Peace Regic. France i. in Wks. VIII. 156 To seek for peace..through the mediation of a vigorous war. 1796 R. KIRWAN Elem. Mineral. (ed. 2) II. 269 By the mediation of nickel it will unite to Bismuth. 1860 J. TYNDALL Glaciers of Alps I. iii. 23 Through his mediation I secured a chamois-hunter. 1902 E. CARPENTER Civilisation ii. 70 An immaterial mediation..would simply remove the problem out of the regions of scientific analysis. 1988 A. BROOKNER Latecomers viii. 117 There was also in Yvette a will to overcome that was translated, without the mediation of her mind, into excellent bodily health.

b. Psychol. **The interposition of stages or processes between stimulus and result, or intention and realization.** Freq. attrib.

1912 Amer. Jrnl. Psychol. Jan. 102 The occurrence of associations whose mediation does not come into consciousness in any recognizable manner is certainly an interesting and well-attested phenomenon. 1934 H. C. WARREN Dict. Psychol. 162/1 Mediation, the interposition of one or more ideas or acts between an initial stimulus or idea and a given end result whose genesis is under investigation. 1953 C. E. OSGOOD Method & Theory Exper. Psychol. III. ix. 395 Short circuiting enters into all behavior, and its most important role lies in formation of those representational mediation processes. 1971 A. PAIVIO Imagery & Verbal Processes ix. 320 The experimental and language-habit approach to the investigation of mediation paradigms. 1996 Appl. Linguistics 17 89 One frequently finds oneself repeating the number in one's head or aloud: this verbal mediation is necessary to keep the declarative information alive in working memory.

3. a. **Division by two; division into two equal parts;** halving, bisection. Obs.

?c1425 Crafte Nombrynge in R. Steele Earliest Arithm. in Eng. (1922) 16 Mediacion is a takyng out of halfe a nomber out of a holle nomber. c1450 Art Nombryng in R. Steele Earliest Arithm. in Eng. (1922) 38 Mediacion is the fyndyng of the halfyng of euery nombre, that it may be seyne what and how moche is euery halfe. 1542 R. RECORD Ground of Artes Hvj, Mediation..is nothyng els but deuidyng by 2. a1690 S. JEAKE (1696) 33 To take the half of any Number called Mediation, Bipartition, or Division by 2. 1727 N. BAILEY Universal Etymol. Eng. Dict., Mediation (in Geom.) with respect to lines, is called bissection or bipartition.

b. Astron. In full mediation of heaven. **The act of reaching or crossing the celestial meridian.** Obs.

a1500 (?a1430) LYDGATE tr. G. Deguileville Pilgrimage Life Man (Stowe) 16668 The loode sterre, which..neuere draweth ffor to declyn, by medyacion off which they [sc. Marynerys] guye and gouerne ther passage. 1633 H. GELLIBRAND in T. James Strange Voy. App. sig. R3, At the instant of the Moones Culmination or Mediation of Heauen.

c. Music. **The division of the octave at the arithmetical or harmonic mean.** Obs.

1597 T. MORLEY Plaine & Easie Introd. Musicke Annot. sig. ()v, The fourth may be set in the eight, either aboue the fift, which is the harmonicall diuision or mediation (as they tearme it) of the eight, or vnder the fift, which is the Arithmeticall mediation.

4. Music. An **internal cadential formula in the plainchant tone for a psalm, canticle, or responsory; (also) the part of an Anglican chant which lies between the two reciting notes.**

The mediation of a plainsong chant is regarded by some as including the reciting note, and is then taken to be all that part of the first half of the chant following the intonation.

1776 J. HAWKINS Gen. Hist. Music I. 358 The essential parts of each of the tones, that is to say, the beginning, the mediation, and the close. 1845 J. JONES Man. Plain-chant 10 When, at the mediation of the 1st, 3d, 6th, and 7th tones, the last word is a monosyllable, it is joined to the preceding syllable. 1879 T. HELMORE in G. Grove Dict. Music I. 337/2 In the modern Anglican chants the Intonation has been discarded, and the chant consists of the Mediation and Termination only. 1893 J. HEYWOOD Art of Chanting viii. 21 Most of the early Anglican chants seem to

require two accents in their mediation. 1980 New Grove Dict. Music XV. 324/2 The introit tones have in addition a second intonation for the second part of the verse, immediately following the mediation.

## MEDIUM

A. n. I. **Something which is intermediate between two degrees, amounts, qualities, or classes; a middle state.**

1. **A geometric or arithmetic mean; an average.** Obs.

1573-4 in N. S. B. Gras *Evol. Eng. Corn Market* (1915) 450 What mediam have you made of the price of the severall sorte of the said corne. 1612 J. DAVIES *Discov. Causes Ireland* 39 The reuenuew..did not rise vnto 10000. li. per annum, though the Medium be taken of the best seauen years. 1638 BP. J. WILKINS *Discov. New World* (1707) III. 30 Betwixt two Extreame there can be but one Medium. a1687 W. PETTY *Polit. Arithm.* (1690) 55 At a medium I reckon that the whole Fleet must be Men of three or four years growth. 1729 SWIFT *Modest Proposal* 7, I have reckoned upon a Medium, that a Child just born will weigh 12 pounds. 1731 N. BAILEY *Universal Etymol. Eng. Dict.* II. (ed. 2) s.v., Arithmetical Medium, is that which is equally distant from each extreme. 1788 LD. AUCKLAND *Corr.* (1861) II. 84 The medium of the thermometer continues here at about 70°. 1793 J. SMEATON *Narr. Edystone Lighthouse* §113 The medium of half an inch on a side. 1817 J. MILL *Hist. Brit. India* I. II. i. 94 Only thirty-three years, at a medium, are assigned to a reign.

2. Logic. **The middle term of a syllogism; a ground of proof or inference.** Cf. MIDDLE TERM n. 2. Obs.

1587 D. FENNER *Def. Godlie Ministers* sig. Iiiiv, Let him..conclude the Apostles question, with his medium, argument, and reason. 1630 T. RANDOLPH *Aristippus in Wks.* (1875) 19 Your drinking is syllogism, where a pottle is the major terminus, and a pint the minor, a quart the medium. 1641 'SMECTYMNUUS' *Vindic. Answer Remonstr.* v. 61 This we evinced by foure mediums out of Scripture. 1751 J. WESLEY *Wks.* (1872) XIV. 168 An equivocal medium proves nothing. 1758 J. DALRYMPLE *Ess. Hist. Feudal Prop.* (ed. 2) iv. 147 They had refused to subject estates tail to forfeiture, and on this medium, that who cannot alienate cannot forfeit. 1817 J. MILL *Hist. Brit. India* III. VI. i. 33 To trace the media of proof from one link to another..is not, say the lawyers, the way to justice.

3. a. More generally: **a middle quality, degree, or condition.** Formerly also: something (occas. someone) intermediate in nature, degree, or position (obs.). in a medium: intermediate (between) (obs.). Now rare exc. in happy medium s.v. HAPPY a. 5c.

1593 Tell-Trothes *New-yeares Gift* (1876) 29 There is no concorde betweene water and fire, nor any medium betweene loue and hatred. 1618 E. ELTON *Complaint Sanctified Sinner* xviii. 362 There is no medium: no middle nor indifferent state and condition betweene these two. 1626 BACON *Sylva* §293 This Appetite is in a Medium between the other two. 1651 J. FRENCH *Art Distillation* V. 111 A saltish slime, and in tast..a Medium betwixt salt, and Nitre. 1652 W. BLITH *Eng. Improver Improved To Husbandman* sig. e3, There is a Medium in all things. 1663 J. HEATH *Flagellum* (ed. 2) Pref., I place and reckon this Cromwell as a Medium or Mean, betwixt..Wallenstein..and Thomas Anello. 1726 J. LEONI tr. L. B. Alberti *Archit.* I. 12/1 That the Inhabitants may not be obliged to pass out of a cold Place into a hot one, without a Medium of temperate Air. 1752 J. GILL *Trinity* vi. 116 Between God and a creature there is no medium. a1770 J. JORTIN *Serm.* (1772) VII. vi. 108 There is a medium between frantic zeal and sinful compliance. 1786 T. BUSBY *Compl. Dict. Music, Recitative*, a species of musical recitation forming the medium between air and rhetorical declamation. 1811 BYRON *Hints from Horace* lvii, Poesy between the best and worst No medium knows. 1869 C. H. SPURGEON *John Ploughman's Talk* 28 There is a medium in all things, only blockheads go to extremes.

**b. A middle course, a compromise.** Obs.

a1640 J. FLETCHER & P. MASSINGER *Customs of Countrey II*, in F. Beaumont & J. Fletcher *Comedies & Trag.* (1647) sig. Bb/2, Is no medium left, But that I must protect the murderer Or suffer in that faith he made his Altar? 1703 tr. H. van Oosten *Dutch Gardener IV*. xi. 221 'Tis in vain to .endeavour to make them [sc. gillyflowers] bear great Flowers, if you suffer 'em to bear many Flower-buds: 'tis also vain to expect Satisfaction if you take off too many of them;..so that a Medium must be observ'd. 1719 D. DEFOE *Life Robinson Crusoe* 38 When I let him know my Reason, he own'd it to be just, and offer'd me this Medium, that he [etc.]. a1820 I. MILNER in M. Milner *Life I. Milner* (1842) 510 Is there no medium between going to Court, and going a hunting?

**c. Moderation.** Obs.

1693 *Humours Town* 88 They are generally Men of no Medium, but continually in Extreame. 1748 T. SMOLLETT *Roderick Random I*. i. 5 He determin'd..to preserve no medium, but..sent her a peremptory order. 1780 W. PITT in *Ld. Stanhope Life I*. 35 The use of the horse I assure you I do not neglect, in the properest medium.

**II. A person or thing which acts as an intermediary.**

**4. a. An intermediate agency, instrument, or channel; a means; esp. a means or channel of communication or expression.** Freq. in by (also through) the medium of.

1585 R. BOSTOCKE *Difference Aunc. & Latter Phisicke* sig. Bvii, It is agreeable with our Anima (the Medium aforesayd). 1605 BACON *Of Advancem. Learning II*. sig. Pp3, But yet is not of necessitie, that Cogitations bee expressed by the Medium of Wordes. 1614 W. RALEIGH *Hist. World II*. v. §10. 309 Moses..wrought..by the medium of mens affections. 1659 T. PECKE *Parnassi Puerperium* 179, I know the Medium to let you see A wonder. 1726 D. DEFOE *Polit. Hist. Devil II*. vi. 273 The Devil has managed several..secret Operations..by the Medium or Instrumentality of the Cloven-Foot. 1775 E. BURKE *Speech Concl. Colonies in Wks. III*. 31 The proposition is peace. Not peace through the medium of war. 1795 *Gentleman's Mag.* 544/1 Some useful information..may..be hoped for through the medium of your curious Publication. 1820 H. FUSELI *Lect. Painting II*. iv. 7 They are the end, this the medium. 1856 B. BRODIE *Psychol. Inq. I*. v. 186 The seal..except through the medium of his whiskers,..may be said..[to have] no sense of touch at all. 1866 C. C. FELTON *Greece, Anc. & Mod. I. I*. 16 They [sc. Latin and Greek] were the media of the scholarship, the science, the theology of the Middle Age. 1880 *Coach Builders' Art Jnl.* 1 63 Considering your Journal one of the best possible mediums for such a scheme. 1908 E. F. BENSON *Climber* 41 People they have never seen, and indeed never heard of except through the medium of the daily press. 1987 M. BRETT *How to read Financial Pages* xxi. 230 The British as well as foreigners could deal anonymously in British markets via the medium of a Swiss bank.

**b. Chiefly in medium of exchange: anything commonly agreed as a token of value and used in transactions in a trading system; esp. (also medium of circulation, circulating medium) freely circulating units of money, as banknotes, coins, which fulfil this role; currency. Formerly: (spec. in British colonies in America) the local paper currency (obs.).**

1714 *Boston News-let.* 16 Aug. 2/2 Trade..is very much Embarassed for want of a Medium of Exchange. 1740 *Public Rec. Colony of Connecticut* (1874) VIII. 318 The expences of this government are likely to be very heavy..by reason..of a great scarcity of a medium of exchange. 1740 W. DOUGLASS *Disc. Currencies Brit. Plantations in Amer.* 6 Upon cancelling this Paper Medium all those Inconveniencies did vanish. 1758 in B. P. Smith *Hist. Dartmouth Coll.* (1878) 16 The discredit of our medium. 1827 P. CUNNINGHAM *Two Years New S. Wales II*. xxiii. 112 Bullion and paper, as mediums of circulation. 1833 H. MARTINEAU *Charmed Sea Summary* 135 The

adoption of a medium of exchange. 1838 W. H. PRESCOTT Hist. Reign Ferdinand & Isabella (1846) II. xvii. 128 The only medium for representing their property was bills of exchange. 1884 Rep. Brit. Assoc. 837 Media of Exchange: some Notes on the Precious Metals and their Equivalents. 1937 W. LIPPMANN Good Society III. xi. 219 Thus the money which is the medium of the exchange economy, the standard in which are expressed the prices that regulate the division of labor, was until recent times dependent upon accident. 1965 B. PEARCE tr. E. Preobrazhensky New Econ. 175 All these branches, which require neither a lot of equipment nor much circulating media, and which have a quick turnover of capital, are more accessible to petty production and petty capital. 1994 Peace Mag. May-June 16/1 With LETS, instead of waiting for money to trickle down from somewhere else, Jeanne creates her own personal money by getting things she needs through a medium of exchange called 'green dollars'.

**c. Any of the varieties of painting or drawing as determined by the material or technique used.** Hence more widely: **any raw material or mode of expression used in an artistic or creative activity.**

See also MIXED MEDIA n.

1861 Atlantic Monthly Feb. 129/2 He who has selected colors as his medium cannot with impunity neglect form; light and shade must be to him as important as they are to the designer in chiaro-scuro [sic]. 1892 Nation (N.Y.) 15 Dec. 477/2 There is no man to-day who understands his medium [sc. water colour] more perfectly. 1912 H. BELLOC This & That & Other (1925) 49 Four pictures were set in the walls., mosaics, they seemed but he did not examine their medium closely. 1978 H. E. L. ANDREW Batsford Encycl. Crafts (1988) 189/2 Cartridge paper (drawing paper). White, very good for drawing on in any medium. 1993 Day (New London, Connecticut) 27 Jan. A2/5 [He] uses a wide range of media in his art, including paper, video, neon, steel and holography.

**d. spec. A channel of mass communication, as newspapers, radio, television, etc.; the reporters, journalists, etc., working for organizations engaged in such communication.**

Freq. in pl. with the. Cf. MEDIA n.2

[1850 Princeton Rev. Jan. 131 Our periodicals are now the media of influence. They form and mould the community. 1851 Househ. Words 13 Sept. 586/1 The act-drops of more than one of the minor Parisian theatres yield a handsome revenue by being converted into expansive advertising media.] 1921 G. S. KAUFMAN & M. CONNELLY Dulcy 18 Bill. I buy the Saturday Evening Post. Sterrett. But speaking generally of the other media. 1929 E. O. HUGHES Outl. Advertising v. 82 The advertising media to which reference will be made..are newspapers, journals, magazines and such-like printed publications. 1935 Fortune Nov. 193 We used no media other than radio to feature this soup..using one-third of our commercials on Campbell's Chicken Soup. 1958 Times Lit. Suppl. 5 Dec. 698/5 The media which appeal to our visually conscious age call for organizing ability as well as individual talent. 1964 M. MCLUHAN Understanding Media i. 7 (chapter title) The medium is the message. 1969 T. PARSONS Politics & Social Struct. III. x. 250 Different media (or often the same media) carry qualitatively different content. 1974 Westindians in Great Brit. (ed. 2) 31 In addition to many other important roles in this medium [sc. television] he has twice been guest storyteller on Jackanory. 1998 Lucknow Sentinel (Ontario) 18 Mar. 10/6 Interested local citizens, farms and farm lenders, municipal staff, Conservation Authority and MNR staff, local politicians, government extension staff, and the media are encouraged to attend.

**e. Any physical material (as tape, disk, paper, etc.) used for recording or reproducing data, images, or sound.**

1941 B.B.C. Gloss. Broadcasting Terms 12 Film Recording: (1) Process of registering sounds..the recording medium being transparent ribbon coated with an opaque substance. 1948 O. KORNEI in Proc. Symp. Large-Scale Digital Calculating Machinery 1947 (US Navy Dept. & Harvard Univ.) 225

The usually desired linear transfer characteristic can be obtained by subjecting the recording medium to a suitable auxiliary field, the so-called bias field, simultaneously with the recording field. 1964 Gloss. Data Processing (Honeywell Inc.) 29/1 Head, a device that reads, records or erases information in a storage medium. 1988 Design Graphics World Feb. 44/3 A resealable flap on the Thru-Put package reduces moisture absorption and maximizes toner adherence to the copy media.

**5. a. An intervening substance through which a force acts on objects at a distance or through which impressions are conveyed to the senses; any substance considered with regard to its properties as a vehicle of light or sound.** Freq. fig.

1595 G. CHAPMAN Ouids Banquet of Sence sig. d2 (margin) Sight is one of the three sences that hath his medium extrinsecally. 1621 R. BURTON Anat. Melancholy I. I. II. vi. 33 To the Sight three things are required, the Object, the Organ, & the Medium. 1643 A. ROSS Mel Heliconium 27 The air, which is the medium of musick and of all sounds. a1652 J. SMITH Sel. Disc. i. 25 They shall no more behold the Divinity through the dark mediums that eclipse the blessed sight of it. 1709 Philos. Trans. Royal Soc. 26 368 This [experiment with a bell in a vacuum] plainly shews, and seems positively to confirm, That Air is the only Medium for the Propagation of Sound. 1711 J. ADDISON Spectator No. 257 ¶8 He therefore who looks upon the Soul through its outward Actions, often sees it through a deceitful Medium. 1742 E. YOUNG Complaint VIII. 243 The Truth, thro' such a Medium seen, may make Impression deep. 1794 G. ADAMS Lect. Nat. & Exper. Philos. II. xv. 153 By a medium..is meant any pellucid or transparent body, which suffers light to pass through it. 1815 J. SMITH Panorama Sci. & Art I. 422 In passing into a denser medium, light is refracted towards the perpendicular. 1851 F. PALGRAVE Hist. Normandy & Eng. I. 189 The liability incurred by the nation is refracted through so many media. 1880 H. C. BASTIAN Brain iii. 60 To rudimentary aggregations of pigment, in some animals transparent media are added, serving to condense the light thereon. 1936 Jnl. Royal Aeronaut. Soc. 40 25 Ultra-sound waves are generated by a quartz oscillator arc propagated through a surrounding liquid medium. 1977 D. JACOBSON Confessions of Josef Baisz x. 88 What a strange medium time is: transparent when you look back,..utterly opaque when you try to look forward. 1990 Sciences Mar.-Apr. 2/2 Newton gave the first useful, scientific definition of gravity when he described it as action at a distance: all material objects attract each other, regardless of the medium, or lack of medium, between them.

b. [From the application of the word in sense 5a to the air, ether, etc.] **A pervading or enveloping substance; the substance in which an organism lives; esp. one in which microorganisms, cells, etc., are cultured.** In extended use: **one's environment, conditions of life, or usual social setting.**  
**culture, dispersion medium: see the first element.**

1664 H. POWER Exper. Philos. Pref. sig. B4, The aetherial Medium (wherein all the Stars and Planets do swim). 1714 R. FIDDES Pract. Disc. II. 338 The suspension of the clouds in a medium less gross than themselves. 1727-38 E. CHAMBERS Cycl. s.v. retardation, The retardation of moving bodies arises from..the resistance of the medium, and the force of gravity. 1794 Philos. Trans. Royal Soc. 84 407 Bones that are fossilized become so in the medium in which they were deposited at the animal's death. 1865 G. GROTE Plato I. v. 201 You cannot thus abstract any man from the social medium by which he is surrounded. 1880 M. ARNOLD Lett. (1895) II. 184-5 The medium in which he [sc. Burns] lived, Scotch peasants, Scotch Presbyterianism, and Scotch drink, is repulsive. Chaucer..pleases me more and more, and his medium is infinitely superior. 1886 Encycl. Brit. XXI. 406/1 Thoroughly conducted cultivations should decide in what medium the Schizomycete flourishes best. 1909 Practitioner Nov. 596 An ordinary 2 per cent. agar medium. 1937 W. LEWIS Revenge for Love VII. vii. 404 They in their car were like a cork, tossed in some turgid medium. 1963 H. BURN Drugs, Med. & Man (ed. 2) xx. 202 Penicillin had hitherto been made by growing the mould on the surface of a medium. 1991 Chile Pepper II. 25 You may even want to experiment with hydroponics, the growing of vegetables and flowers in a soil-less medium.

c. Painting. **Any liquid substance** (as oil, water, albumen, etc.) **with which pigment is mixed for use in painting.**

1845 Punch 8 247/1 The following terms are indispensable, and may be used pretty much at random: 'Chiaroscuro', 'texture', 'pearly greys', 'foxy browns', 'cool greens', 'breadth', 'handling', 'medium', 'vehicle'. 1854 F. W. FAIRHOLT Dict. Terms Art, Medium, the menstruum, or liquid vehicle, with which the dry pigments are ground and made ready for the artist's use. 1903 Edinb. Rev. Apr. 454 If his colours, his gilding, his mediums were of inferior quality, they were confiscated. 1954 Artist's Handbk. ii. 91 Most of them [sc. coal tar colours] have the property of bleeding or striking through when used with oil or oily mediums. 1988 Artist's & Illustrator's Mag. Feb. 16/3 Mix it dry into the egg medium.

d. Photogr. **A varnish used as a material in retouching.** Now rare.

1867 Sci. Amer. 3 Aug. 75/1 Printing Photographs..I claim the interposition of any transparent medium, or a mat between the negative film and the printing surface, for the purpose of producing the effect as shown in the enclosed specimens. 1890 J. HUBERT Retouching (1903) 23 If your medium will not take the blacklead readily, the former may be thickened. 1892 Photogr. Ann. 2 201 The simplest medium to render the surface of the negative suitable for marking upon is made by dissolving white powdered resin in turpentine... The negative to be retouched is prepared by rubbing upon it..a drop of the medium.

6. Used of a person. a. gen. **An intermediary agent; a mediator.**

1817 T. E. BOWDICH Mission to Ashantee (1819) I. iii. 63 This man..is our only safe medium, and interprets to the King anxiously and impressively. 1896 J. S. FARMER & W. E. HENLEY Slang VI. 298/2 Medium, a person engaged by a squatter, part of whose 'run' is offered by Government at a land lottery [or ballot]. The medium takes lot-tickets.., attends the drawing, and, if his ticket is drawn before his principal's land is gone, selects it, and hands it over on payment of the attendance fee.

b. Spiritualism. **A person believed to be in contact with the spirits of the dead and to communicate between the living and the dead.** Hence: a clairvoyant, a person under hypnotic control.

1851 L. C. BOYNTON Jrnl. 18 Mar. in Proc. Amer. Antiquarian Soc. (1933) 43 372, I have witnessed three times, one of which was last night, the 'Rappings &c.'. A Mr White from Providence, a mason by trade, is the 'medium'. 1854 M. R. MITFORD in A. G. L'Estrange Life M. R. Mitford (1870) III. xiv. 303 Bulwer is in the hands of a set of mediums, and passes his time in conversation with his dead daughter. 1886 W. JAMES in Proc. Amer. Soc. Psychical Res. 105 Her pupils contract in the medium-trance. 1928 Daily Mail 25 July 6/2 If media were unable to get into a trance the sitting was cancelled and the money returned to the sitter. 1949 Chicago Tribune 2 Oct. IV. 8/5 It is rather the story of how she became a medium and a student of psychic phenomena. 1993 Times 25 Sept. (Weekend Suppl.) 7/1 Spiritualists believe that..a person who has died, or 'passed', becomes a 'spirit' which can communicate with the living through a medium.

7. Theatre. **A coloured filter in the form of a screen fixed in front of a light source which is directed at the stage.** Now rare.

1859 G. A. SALA Gaslight & Daylight ii. 21 Coloured screens, called 'mediums',..used to throw a lurid light of a moonlight on scenes. 1873 Routledge's Young Gentleman's Mag. 282/1 Fish-tail burners, guarded by curved metal reflecting hoods on the back and by wire work on the front side..so

as to allow of red or green tammy mediums being dropped over each row. 1933 P. GODFREY Back-stage vii. 90 'Two more floods up-stage, Bill,' says the stage-manager. 'What mediums, siramber or pink?'

### III. Senses derived from the adjective.

8. **A kind of cotton goods of medium weight** (see quot. 1910). Now rare.

1777 in Essex Inst. Hist. Coll. (Salem, Mass.) (1906) XLII. 319 There cargo is Salt..37 bales, cases, hhds of mediums [etc.]. 1862 Catal. Internat. Exhib. II. XVIII. 4 India twills, silicias, casbans, and mediums. 1910 Encycl. Brit. VII. 277/2 Medium is a plain calico, grey or bleached, of medium weight, used principally in the home and colonial trade. The word is sometimes particularly applied to cloths with a comparatively heavy weft, the distinction being made between the even 'Mexican make' and the 'pin-head' or 'medium make'.

9. a. **A person of middle rank or class.** rare.

1820 J. F. COOPER Precaution II. ix. 118 'Noble blood, of course, you would require, my Lord?' 'Why, no! I rather think the best wives are to be found in a medium. I would wish to elevate my wife myself.' 1837 T. HOOK Jack Brag ii, The tip-toppers are livelier than the mediums.

b. **A soldier** (esp. in the cavalry) **carrying a medium amount of equipment, between light and heavy.** Now more usually: a piece of artillery, etc., of medium size or calibre. Cf. HEAVY n. 1. See also earlier use as an adjective in quot. 1876 at sense B. 3a.

1889 N. & Q. 10 Aug. 111/1 The 4th Dragoon Guards are no longer 'Heavies', but 'Mediums'. 1930 Daily Express 8 Sept. 3/7 The light machines..will carry out protective reconnaissances, and when the mediums attack the destroyers will precede them as skirmishers, locating enemy anti-tank weapons and helping to neutralise them by machine-gun fire. 1992 P. BRUTTON Ensign in Italy iii. 26 We had long ago passed the gun lines, the heavies, the mediums and 25 pounders, in descending order.

10. **A medium-dated security.** See medium-dated, sense B. 4b.

1968 P. A. S. TAYLOR Dict. Econ. Terms 70 Medium-dated, 'mediums'. Securities with a life of between five and fifteen years. 1974 Daily Tel. 25 May 20/6 The popularity among high taxpayers of low coupon mediums such as Treasury 3 p.c. 1979 is not all that difficult to comprehend. 1997 Independent (Electronic ed.) 17 Sept., Dated gilts are divided into 'shorts' (with less than five years to redemption), 'mediums' (with five to 15 years) and 'longs' (with 15 years or more).

B. adj. I. General uses.

1. **Average, mean.** Obs.

1670 J. PETTUS Fodinæ Regales 9 Two Tun and a quarter of Oar make a Tun of Metal at a medium rate 3l. 10s. 1748 Anson's Voy. II. v. 182 The medium heat all the year round will be 66°. 1799 Hull Advert. 14 Sept. 3/2 Both of which may be accounted medium years. 1801 Asiatic Ann. Reg. 1800: Misc. Tracts 72/2 The medium height of a Fahrenheit's thermometer was between 80° and 82°. 1834 J. M. PECK Gazetteer Illinois I. 17 It [sc. Lake Michigan] is about 280 miles long and its medium width is about 60 miles.

2. Papermaking. **Of paper: between royal and demy in size.** Now rare.

Medium writing and drawing paper usually measures 22 × 17 inches (approx. 55.9 × 44.5 cm) in the United Kingdom, 23 × 18 inches (approx. 58.4 × 45.7 cm) in the United States. Medium printing paper usually measures 24 × 19 inches (approx. 61.0 × 48.3 cm).

1711 Act 10 Anne c. 18 §37 For..all Paper..called..Medium Fine..the Summe of Six Shillings for every Reame... Genoa Medium..Two Shillings and Six Pence for every Reame. 1766 C. ANSTEY New Bath Guide (ed. 2) II. 117, A sweet Medium paper, a book of fine Size. 1774 M. MACKENZIE Maritime Surv. 105 A Folio Observation book of 4 Quires medium Paper. 1859 Stationer's Handbk. (ed. 2) 22 Medium post, a size not much in demand; it may be had in all the varieties, but very limited in the qualities, being mostly only required in the best. 1962 F. T. DAY Introd. to Paper vii. 69 Sizes of paper in the United Kingdom centre round fifteen designations: Foolscap, Demy, Medium, Crown, [etc.].

3. a. gen. **Intermediate between two or more degrees in size, character, amount, quality, etc.**

1764 S. FOOTE Mayor of Garret II. 31 State-affairs would not jog glibly without laying a farthing a quart upon ale; this scoundrel, not contented to take things in a medium way, has had the impudence to raise it a penny. 1796 C. MARSHALL Gardening (1813) ix. 114 A good medium way is to plant the deciduous sorts [of trees] the beginning of March. 1859 C. DARWIN Origin of Species iv. 119 A medium form may often long endure. 1876 G. E. VOYLE Mil. Dict. s.v. Cavalry, In the British army cavalry is classed as heavy, medium, and light cavalry. 1884 Bath Herald 27 Dec. 6/5 The offal..is separated into broad bran, medium bran, and sharps. 1903 Edinb. Rev. Apr. 493 There is a tendency for land to get into the hands of medium and large proprietors. 1905 J. HEYWOOD Mus. in Churches 17 Average choir boys cannot recite on a low note without being liable to use the thick register or chest voice instead of the medium register. 1951 A. KOESTLER Age of Longing II. v. 256 Leontier woke up about noon with a medium-bad hangover. 1981 A. JUDD Breed of Heroes II. vi. 130 He was of medium height, slightly built.

b. **Of a colour: in the middle of a range of shades.** Also as adv., modifying an adjective.

1855 Sci. Amer. 5 May 266/1 Chips of logwood and fustic may be used in the dyeing of pieces, but not for yarn or wool. The quantity of stuffs given will make a medium green. 1901 T. Eaton & Co. Catal. Spring & Summer 91/1 Men's suits... Medium grey with light grey stripes. 1967 Brain 90 683 The earliest change seen..was darkening of the colour of the blood in venules and veins from the medium blue to very dark blue or blue-black. 1992 Rock & Gem Feb. 5/1 (advt.) Amethyst crystal clusters: Brazilian 'A' grade, medium purple.

c. **Of an item of merchandise (esp. a garment): having a size intermediate between large and small.**

1866 Rural Amer. (Utica, N.Y.) 15 Mar. VI. 94/3 (advt.) Early white flat dutch, size medium, grows quick. 1895 Montgomery Ward Catal. Spring & Summer 283/2 Ladies' combination or union suits..small, medium and large. 1917 Harrods Gen. Catal. 1380/5 Spun silk spencers... Medium 10/6. Pure silk knickers... Medium 37/6. Large size 38/6. 1966 H. W. YOXALL Fashion of Life xiv. 134 We have a medium tube [of shaving cream] called 'king size'. 1981 J. BLUME Tiger Eyes (1982) xxi. 89 They decide to split a medium pizza.

d. **Of meat: cooked to a degree between well done and rare.** Also in extended use. Also in

medium done, medium rare (cf. RARE a.2 b).

1901 G. ADE Forty Mod. Fables 267 He was accustomed to Bolt his Food,..and let the Fried Sweets come along with the Medium Sirlone. 1939 P. K. NEWILL Good Food iv. 72 Beef..medium..22-25 [minutes per pound]. 1968 L. O'DONNELL Face of Crime (1969) vii. 104 His own steak was just as ordered: medium rare and delicious. 1972 House & Garden Feb. 111/1 Steak au poivre was ordered bleu..but arrived medium done. 1994 New York 3 Jan. 30/2 The special sirloin on the bone is mostly medium, timidly rare only near the bone.

**e. Of wine, sherry, etc.: having a flavour midway between dry and sweet.** Sometimes more explicitly as medium dry, medium sweet.

1906 Hatch, Mansfield Price List 11 First Quality, Extra or Medium Dry. 1933 H. W. ALLEN Sherry iii. 46 This medium wine is likely to find its way into a blend of Amoroso. 1960 I. JEFFERIES Dignity & Purity i. 18, I expect you'd like sherry, wouldn't you? Medium? 1973 J. PORTER It's Murder with Dover v. 45 He sipped his medium sweet cider. 1994 Sainsbury's Mag. Aug. 93/1 The verdelho grape..makes the medium to dry versions of Madeira and is, therefore, not much in evidence in Sainsbury's Madeira.

**f. Of cheese (esp. cheddar): having a flavour intermediate between that of mild and mature varieties.**

1966 V. MARQUIS & P. HASKELL Cheese Bk. 190 You could probably find the ingredients for assembling a respectable..cheese tray: a wedge of young, medium, or more-than-six-months old Cheddar;..domestic Camembert..; and..some Switzerland 'Swiss'. 1992 Harrowsmith Oct. 95 (adv.) Our products include flavoured cheese, mild, medium or old cheddar, goats milk cheese and our Premium Extra Old Cheddar.

II. Special uses.

**4. a. General attrib. uses with nouns, freq. forming adjectives, as medium build, distance, -grade, -heel, -pace, -range, -rise, scale, security, size, -term, trot, -weight; parasynthetic, as medium-coloured, -paced, -powered, -priced, -sized adjs.**

1881 New Englander & Yale Rev. Mar. 163 He was a short, wiry man of \*medium build, about fifty-three or four years of age. 1913 Jnl. Royal Anthropol. Inst. 43 611 The Barabra is of slight, or more commonly, medium build. 1935 J. S. HUXLEY & A. C. HADDON We Europeans v. 152 The Alpines (Eurasiatrics), who are of medium build, rather dark, and broad-headed. 1994 Dog World June 117/2 This seafaring breed was prized by fishermen for a spirited yet obedient nature and a robust, medium build.

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1891 C. T. C. JAMES Rom. Rigmarole 75 \*Medium-coloured hair. 1991 Jnl. Black Stud. 21 285 Medium-colored respondents were more likely than lighter or darker respondents to have participated in an economic boycott for racial reasons.  
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1857 Sci. Amer. 8 Aug. 382/1 The double eye-piece is so arranged that the rays from the two pictures come to the eye as if they radiated from a point of \*medium distance, such as that at which we are in the habit of looking at natural objects. 1889 Infantry Drill 217 Firing distances with the rifle may be classified as follows:Up to 400 yards, 'Short Distances'; From 400 to 800 yards, 'Medium Distances'. 1993 Sunday Tel. 25 July 31/3 The series consists of five short inshore races, one medium-distance offshore race (the Channel Race) and to conclude, the 600-mile Fastnet Race.  
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1872 Overland Monthly Nov. 409/1 Besides heavy masses of \*medium-grade ore previously developed in its upper levels, rich and extensive reserves have more recently been opened up. 1992 M. MARGETTS Classic Crafts 173/3 Begin by passing a medium-grade sandpaper over the frame to roughen the surface slightly to provide a 'key' to hold the gesso.

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1973 A. ROY Sable Night iii. 24 Dark red suède \*medium-heel shoes.

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1865 N.Y. Herald 29 June 8/4 The success of \*medium pace pitching will have a great tendency to put swift pitching out of play. 1966 E. R. DEXTER Ted Dexter Declares ii. 21 They gave me a bit of bowling and I started with medium-pace swingers and off cutters. 1996 TNT Mag. 8 July 16/3 The prolific middle-order batsman and medium pace bowler received..the trophy.

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1863 Lillywhite's Cricket Scores III. 43 A \*medium-paced round-armed bowler. 1993 Strings Mar.-Apr. 43/3 Cotton Thompson learned this medium-paced piece from the regional 'race record' hit by bottleneck guitarist Kokomo Arnold.

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1864 in Official Rec. Union & Confederate Navies War of Rebellion (U.S. Naval War Rec. Office) (1906) 1st Ser. XXI. 228 The Harriet Lane then commenced to gain on us (for she had us at the worst point for a \*medium-powered propeller). 1963 A. BIRD & F. HUTTON-STOTT Veteran Motor Car 41 Georges Richard himself was more interested in the medium-powered, medium-priced car. 1990 Screen Internat. 21 Apr. 18/1 Medium-powered satellites have a footprint which covers only a little more than the domestic frontiers.

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1851 C. CIST Sketches & Statistics of Cincinnati 205 These are principally low and \*medium-priced articles. 1895 Montgomery Ward Catal. 15/3 The most satisfactory medium-priced cottons on the market. 1984 Which? Jan. 16/2 Machines tend to be fairly cheap to medium-priced and are widely available.

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1863 Sci. Amer. 25 Apr. 266/2 In all about 150 rounds were fired at \*medium range, the obstructions with which the channel was filled preventing the Monitors from coming as close to the rebel works as was desirable. 1943 Sun (Baltimore) 24 Aug. 2/6 But it could be of real value to medium and short-range planes. 1984 Times 30 Nov. 6/1 The inclusion of medium-range missiles in Europe in the umbrella arms talks Washington will begin with Moscow next year.

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1968 Guardian 19 June 3/3 '\*Medium-rise' housingflats going up to only four or five stories. 1997 N.Y. Rev. Bks. 18 Dec. 29/3 The six medium-rise, late-modern buildings..run the coloristic gamut.

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1899 Econ. Jrnl. 9 134 Strong objections have already made themselves heard in the name of small and \*medium scale industry. 1954 Grove's Dict. Music (ed. 5) VI. 358/2 A 4-ft open flue stop of medium scale, said to have been invented by William Hill. 1987 J. MILLMAN & A. GRABEL Microelectronics (ed. 2) vii. 267 Most other functions discussed in this chapter are examples of medium-scale integration (MSI), defined to have more than 12, but less than 100, gates per chip.

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1930 N.Y. Times 29 Dec. 1/5 (heading) Report to Roosevelt Urges New '\*Medium Security' Unit with Rooms Instead of Cells. 1962 Ecology 43 178/2 The scale of variation in soil moisture..is..5-6 Medium security. 6-8 Variable security. 1984 A. RUTHERFORD Prisons & Process of Justice iv. 66 The difference between maximum and medium security is often marginal, reflecting defences around the perimeter, number of security cells and investment in security technology. 1993 Vancouver Sun 21 Aug. A11/2 The hero, Philip Conway, is a likely loser who has spent the last seven of his 32 years locked down at the Collins Bay medium security prison.

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1831 New Eng. Mag. July 93 Between the feet of the female, were found two stones of a \*medium size with those found by the male. 1994 Dog World June 85/2 A compact, closely knit dog of medium size.

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1848 De Bow's Rev. Mar. 221 The largest buck we ever killed had a \*medium sized pair of horns.

1882 J. HAWTHORNE Fortune's Fool I. xiv, He was a medium-sized, full-bodied man. 1987 Which? Oct. 471/1 A medium-sized plunger..should cope with most blocked sinks.

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1931 Amer. Jrnl. Internat. Law 25 747 Discussed plans for an international bank to grant long and \*medium-term credits. 1958 Spectator 15 Aug. 216/3 A high credit rating for medium-term loans. 1971 Jrnl. Gen. Psychol. 84 243 Span memory is distinct from medium-term memory in the case of semantic material. 1990 Accountancy Mar. 45/2 Paper issued with an original maturity of up to one year will be called commercial paper, while that with a maturity of over one and up to five years will be referred to as medium term notes.

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1976 R. L. V. FFRENCH BLAKE Elem. Dressage ii. 20 The \*medium trot..is..between the working and extended trot, and more 'round' than the extended trot. 1986 Horse Internat. May 3/2 Despite a lack of impulsion, no medium trot..and a very irregular half pass, she finished in fourth place.

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1846 W. ELLIOTT Carolina Sports 62 It measures ordinarily three feet in length, and weighs from thirty to forty pounds... I give you the \*medium weight and size of the fish, not the extreme. 1895 Montgomery Ward Catal. 282/3 Men's medium weight, natural wool color undershirts. 1986 Truck July 67/1 The 95, 115 and 135 mediumweight models all have Rameri axles.

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b. **medium bomber**, a bomber of intermediate size, weight, range, or capacity. **medium-close shot** Cinematogr. = medium close-up. **medium close-up** Cinematogr., a cinematographic or television shot intermediate between a medium shot (see medium shot) and a close-up. **medium-dated** a. Stock Market, (of a security, etc.) having a medium amount of time until expiry. **medium density** fibreboard, a type of board made from compressed sawdust usually bonded with formaldehyde resin, used in furniture-making as a wood substitute; cf. chip-board s.v. CHIP n.1 9a; abbreviated MDF. **medium format** Photogr., a size of photographic film in which the image produced on the negative is in the approximate size range 6 × 4.5 cm to 6 × 9 cm; freq. attrib., designating photography or cameras using this type of film. **medium frequency**, an intermediate frequency (of oscillation); (spec. in Telecomm.) a frequency of a medium wave, between 300 and 3000 kilohertz. **medium guard** Swordsmanship and Fencing, a type of guard or defensive posture (see quot. 1767). **medium-haul** [see HAUL n. 1c], a journey (esp. by air) of intermediate length, between short-haul and long-haul; freq. attrib. **medium-pacer** Cricket, a medium-paced bowler. **medium shot** Cinematogr., a cinematographic or television shot intermediate between a close-up and a long shot. **medium wave** Telecomm., a radio wave with wavelength between a hundred metres and a kilometre (see quot. 1929 for former limits); a waveband including such wavelengths; freq. attrib. (usu. with hyphen).

1935 Flight 22 Aug. 204a/2 The specialized light bomber..may..be supplanted eventually by the very fast \*medium bomber. 1956 U.S. Air Force Dict. 321/2 Medium bomber,..currently (1956), a bomber having a gross weight, including bomb load, of between 100,000 and 250,000 pounds..; a medium bomber is thought of as having medium range, and as being best used at medium altitudes, as well as having a medium gross weight. 1971 E. LUTTWAK Dict. Mod. War 45/2 'Medium' bombers and 'light' bombers retain a residual role in 'tactical' situations. 1999 Airforces Monthly Oct. 15/1 After converting six Xian H-6 medium bombers..into air-refuelling tankers last year, the Chinese People's Liberation Army Air Force (PLAAF) is to convert an additional undisclosed number of the type.

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1937 G. GREENE in Night & Day 30 Sept. 39/3 To me the most æsthetically satisfying of all cinematic shots isin rough script termsthe \*medium close shot. 1957 A. R. MANVELL & J. HUNTLEY Technique Film Mus. ii. 34 Long track, mostly in medium or medium-close shot, with one large pull-back during the market-place scene. 1980 Yale French Stud. No. 60 226 The medium-close shot of the player-piano obviously evokes the music-box that La Chesnay shows to his guests.

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1933 A. BRUNEL Filmcraft 147 Scene 168. \*Medium close up. The slave-driven father looks desperately round again. 1969 W. RUTHERFORD Gallows Set vi. 77 David in medium close up came on the monitor screens. 1995 Camcorder User Apr. 71/1 This overlap gives the editor freedom to

choose the precise cutting point from mid shot to medium close-up.

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1943 Jrnl. Business Univ. Chicago 16 79/2 Probably any security with a maturity between one and ten years would be thought of as \*medium dated. 1953 Economist 25 July 287/3 In the gilt-edged market interest at first was concentrated upon the 'shorts' and the medium dated issues. 1968 P. A. S. TAYLOR Dict. Econ. Terms 70 Medium-dated, 'mediums'. Securities with a life of between five and fifteen years. 1982 Which? Bk. Saving & Investing x. 106 Stocks are..called..medium-dated if their latest redemption date is more than five but not more than ten years away.

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1978 Wall St. Jrnl. 28 June 4/1 A condition of the agreement..is that Louisiana Pacific divest itself of all interest in Fibreboard's Rocklin, Calif., \*medium-density fiberboard plant..and that it refrain..from acquiring..particleboard or medium-density fiberboard production facilities. 1990 Ideal Home Apr. 33/4 Base woods on modern pieces can vary from new pine to medium density fibreboard (a hard-wearing wood-based material generally referred to as MDF).

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1977 Photogr. & Trav. June 17 (advt.) The Hasselblad SWC is the only \*medium format camera especially designed for wide angle photography. 1990 Amateur Photographer 22 Sept. 51 (caption) Medium format is not often used for sport but Geoff Waugh used a Bronica ETRS here, combined with a burst of fill-in flash to lift the shadows.

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1920 Whittaker's Electr. Engineer's Pocket-bk. (ed. 4) 348 The result..has been the adoption of two frequencies, a \*medium frequency for general power and lighting, and a low frequency for systems supplying rotary converters. 1946 Happy Landings (Air Ministry) July 9/1 The radio compass, when tuned to any medium frequency, was seriously affected by thunderstorms... The compass pointer did not point towards the M/F station selected. 1966 McGraw-Hill Encycl. Sci. & Technol. I. 363/2 European medium-frequency (mf) broadcasting channels are assigned at 9-kc intervals rather than the 10-kc intervals used in the Western hemisphere. 1990 Physiotherapy 76 745/2 Both the medium frequency currents themselves, and the amplitude modulated beat frequency, are portrayed as sinusoidal.

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[1711 Z. WYLDE Eng. Master of Def. 23 The Medium Unicorn or Center Guard, is made thus.] 1747 J. GODFREY Treat. Useful Sci. Def. 21 Here are four Guards, viz. Inside, Outside, \*Medium, and Hanging. 1767 H. FERGUSSON Dict. Terms Small Sword 13 Medium Guard, the arm, wrist, and sword in this guard ought to be kept in the same height as the Quarte, and the edge of the sword perpendicular to the ground. 1892 A. HUTTON Old Sword Play 10 Alfieri introduced a medium guard, guardia mista, which assumed a middle position between Tierce and Quarte. 1997 T. BROWN Eng. Martial Arts 97 Figure 7 shows the medium guard. It is immediately apparent that this guard falls between the inside and the outside guard.

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1963 Punch 4 Sept. 352/3 The new \*medium-haul Trident. 1999 Financial Times 9 Oct. 8/7 AOM predicted stoppages on only 15 per cent of long and medium-haul flights.

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1955 I. PEEBLES Ashes 89 The second [alternative] was to stop up one end with the spinners and \*medium pacers. 1992 Pioneer on Sunday (Delhi) 13 Sept. 12/8 North Zone will be hoping for an encore from the medium-pacers who needed just 32.4 overs to wreck Central Zone.

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1933 A. BRUNEL Filmcraft 150 Scene 488. \*Medium shot. The waiter pouring out champagne into the glasses on Pauline's table. 1975 New Yorker 26 May 32/3, I think we can get around the full lotus by having a stunt man do it, and using medium and long shots in a half-lit room. 1993 Discover Diving Apr. 49/1 Later you might want to go back and 'pick-up', or re-create the medium shots and close-ups.

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1928 Wireless World 7 Nov. 626/2 It will..be best to concentrate on maximum efficiency in \*medium-wave transformers. 1929 Jrnl. Inst. Electr. Engin. 48 22/2 The definitions were fixed as follows [by the International Radio Technical Committee]... Medium waves: kilocycles/sec 1500 to 100; m 200 to 3000. 1938 D. H. SURGEONER Aircraft Radio iii. 23 Medium waves are..suitable for

both communications and direction-finding and these can be transmitted over reasonable distances. 1961 Radio Times 6 Apr. 9/1 The Network Three transmitters, both medium-wave and VHF, will be used for one channel. 1974 Encycl. Brit. Macropædia III. 311/1 Long waves range from 30 to 300 kilohertz; medium waves from 300 kilohertz to 3 megahertz; and short waves from 3 to 30 megahertz. 1992 Economist 2 May 22/3 Better programmes..must be delivered on the better wave bands medium wave or FM that East Europeans want to listen to.

--Oxford English Dictionary, 2004