

COM1015 – Media – Assignment #1

The term 'media' includes a nearly endless number of forms of communication in today's modern society. Throughout this module you will analyze, interpret, and create various forms of media. But first, you need to know what media is and understand the strengths and weaknesses of each type of media. This is a big assignment. Expect it to take a few classes. When answering the WHY, 2-3 words will not be sufficient. You will be expected to use the internet to do the research to find these answers.

Total /82

Provide a complete definition for the term "media." /2

Provide 3 examples of the following types of media /18

Photography (ex. Sports photography)

Print – (ex. Newspapers, you can't use it as an example though)

Audio (ex. Podcasts)

Video (ex. Movies)

Internet (ex. Web-based advertisements)

Social Media (ex. Twitter)

Choose one of the examples of each type of media that you selected. Identify 2 pros and 2 cons of this type of media. Be sure to identify your example!

For example, you could do the following:

/24

Print – Example: Newspaper

Pros

- Reaches a large number of readers daily
- Established form of media used by millions

Cons

- Often considered outdated and on its way out
- Limited audience. Usually targeted at an aging demographic, not often read by youth

Photography – Example: _____

Pros:

Cons:

Print – Example: _____

Pros:

Cons:

Audio – Example: _____

Pros:

Cons:

Video – Example: _____

Pros:

Cons:

Internet – Example: _____

Pros:

Cons:

Social Media – Example: _____

Pros:

Cons:

For each of the following scenarios, identify which of the six media types above that you would use to gain as much exposure as possible.

/10

Be realistic and keep budgets in mind. If you are advertising for a school bake sale you wouldn't be able to take out a \$10 000 TV commercial. Keep in mind that there are no wrong answers for these questions, but you have to make me believe it would work to get the marks! For each scenario answer these two questions:

What would you use to get your message out to the people? Why would you choose this?

You are a high-powered politician looking to get re-elected.

You are an up-and-coming musician with a very small budget. You want your new single to be heard by as many people as possible.

You are organizing a new after-school club that you think the whole school will love.

You are opening a local coffee shop in a small town.

You are an opponent of an oppressive government in a country where the government controls the print, video, and audio media. (2 Bonus Marks if you can tell me where this actually happened in the last 5 years and the type of media that was used)

Media impacts our lives in a number of ways. List and describe three ways that media affects the following parts of our lives.

/24

Technology (ex. Smartphones, internet)

Economics (ex. Consumerism, spending habits)

Community (ex. Lifestyle, environment)

Politics (ex. Grassroots movements)

Final Thoughts

Now that you understand just how deeply media can affect our day-to-day lives, identify and explain two ways that media affects you personally. For example, do you buy a certain brand of clothing just because it looks cool in the commercial or is endorsed by a celebrity? /4
