

COM1015 – Media – Assignment #2

Now that you have completed Assignment #1, you should have a better understanding of the importance of media and how it works to communicate a message or idea. In this assignment you will be testing that understanding to see just how well you can interpret the message or idea of various media sources.

For this assignment, you will use PowerPoint to create a presentation showcasing your ability to interpret and analyze various media sources. If you can find these examples on the internet, be sure to provide a website or link to them in your presentation. You may use YouTube for both the video and audio examples. Print media examples and photographs may also be found online. Your task is to find the following:

- 2 Photographs
- 2 print media examples
- 2 Audio examples
- 2 Video examples

For each example, you must answer the following questions:

- Provide a brief summary, 2-3 sentences, of what is going on in your source. (3 marks)
 - For example, if your media choice was a film you would provide a 2-3 sentence explanation of the film's storyline.
- Which of the 6 types of media is it? (1 mark)
 - Photography, print, audio, etc
- What was the intent of the media? Is the message or idea clearly represented? How would you improve it? (3 marks)
 - Do you know what the author is trying to say? Does it make you feel anything?
- Is there another form of media that would have been more effective? If so, what type? (1 mark)
 - For example if your media is a print advertisement from a magazine, would it be more effective as a televised commercial?

When completed, print off your presentation to be handed in with the rest of the module.

Marking Guide:

Appropriateness of media examples chosen	/8
Detailed analysis of each media example	/64
Spelling and Grammar	/10
<u>Overall formatting and appeal</u>	<u>/18</u>
Total	/100