COM1015 – Media

***Remember to create a Course Page on your own student weebly site for this module called “COM1015 – Media”.***

**Assignment 1 –***Portfolio Items (SCO 2)*

On your course weebly page, explain the impact of media (photography, small print (news paper, magazine ads), large print (billboards, signs) TV, radio, internet, social media, video games, books, etc.) on society as it relates to the following ideas. Answer each of the following questions on your page with a short paragraph touching on different examples.

* **How do media affect society in relation to technology (smartphones, internet, etc)?**
* **How do media affect society in relation to economics (consumerism, how we spend, etc)?**
* **How do media affect society in relation to community or sense of belonging (lifestyle, environment, etc)?**
* **How do media affect society in relation to politics (movements, protests, etc)?**
* **What are some tools of persuasion used in advertisements?**

Once you have completed this assignment, let Ms. Nightingale know and continue on to the next assignment.

**Assignment 2 –***Media and Message (SCO 1, 3, 4)*

**Look at the following print ads and commercials. Answer the following questions for each ad to help you analyze the ideas portrayed.**

1. Whose message is this? Who created or paid for it? Why?

2. Who is the “target audience”? What is their age, ethnicity, class, profession, interests, etc.? What words, images or sounds suggest this?

3. What is the “text” of the message? (What we actually see and/or hear: written or spoken words, photos, drawings, logos, design, music, sounds, etc.)

4. What is the “subtext” of the message? (What do you think is the hidden or unstated meaning?)

5. What “tools of persuasion” are used?

6. What positive messages are presented? What negative messages are presented?

7. What part of the story is not being told?

8. What groups of people does this message empower? What groups does it disempower? How does this serve the media maker's interests?

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Doritos Commercial: <https://www.youtube.com/watch?v=syR6sLDOuR4>

Find an advertisement or commercial to analyze using the same questions from above. Be sure to post the image on your weebly along with your analysis. Be sure to cite where you have found the image.

Let Ms. Nightingale know when you are finished and begin your Media Challenge!

**Assignment 3 –***Final Project (SCO 1, 2, 3, 5, 6, 7, 8)*

The goal of most media messages is to persuade the audience to believe or do something. Your project is split into 2 media outlets and I will give you some choice:

**\_\_\_ Option 1**

Use two different media outlets to portray social media in a positive or negative light and make them want to join it or stay away from it. You can do one of each if you wish. The goal here is to show that media can manipulate people into seeing one side of the issue.

**\_\_\_ Option 2**

Use two different media outlets to convey a message about an issue that you feel strongly about.

For both options, you may choose between print ads, posters, commercials, magazines, radio ads, blog, news articles, webcast, website, animation, interview, etc but you need to use **2 different types** within your project.

**Suggestions:**

* I would begin by making a list of points that back up the position that you are taking.
* Decide on your target audience before you begin. Who are you trying to convince? You could use different audiences for each piece if you wish, as long as you know who you are targeting.
* Take a look at the persuasion techniques and try to use some within your media. (posted on Ms. Nightingale’s weebly)

**Checklist to follow:**

\_\_\_\_ You have planned your projects using a mindmap for each before beginning your actual media designs. Your message should be in the middle, surrounded by techniques, colors, intent, target audience, persuasion techniques used, contrast, emphasis, proportion, repetition, pattern, etc.

\_\_\_\_ You have used two different types of media, one for each side of the issue.

\_\_\_\_ Each piece conveys a clear message on why they should or should not use social media.

\_\_\_\_ There are persuasion techniques used and you are able to point them out and discuss them.

\_\_\_\_ Designs and messages include school appropriate ideas and language.

\_\_\_\_ Your media designs include elements/principles of design from COM1005 and you are able to point them out and discuss them. Go back and look at them to be sure you have included some. (Ex: color, contrast, emphasis, proportion, repetition, pattern, etc.)

\_\_\_\_ You have looked at the grading rubric to be sure you are not missing anything.

\_\_\_\_ You are able to present your work, answer questions and discuss your process and decisions with Ms. Nightingale.