COM2015 – Media Impact

***Remember to create a Course Page on your own student weebly site for this module called “COM2015 – Media Impact”.***

\*\*All the links included below are available on nightingalesnews.weebly.com

**Assignment 1** – Branded Companies

A branded company is viewed as a company that presents value, meaning, and identity within the marketplace. Brands are often viewed as intangible assets and are of importance to shareholder values.

**What is brand identity?**

*Occupies space in the perception of the consumer, and is what results from the totality of what the consumer takes into consideration before making a purchase decision.*

 *(Pickton and Broderick 2001)*

**Branding is a strategy, and brand is what has meaning to the consumer.**

Most recognized branded companies:

Go to the blog: <http://ca.complex.com/style/2013/03/the-50-most-iconic-brand-logos-of-all-time/>

🡪 Answer the following questions on your blog page.

* Do you agree with the list, why?
* What type of qualities does these companies share?
* From your personal opinion did the list forget any branded companies?

**Assignment 2** – Conducting Research

Watch the video at this link: <https://www.youtube.com/watch?v=HBSxK7sUTIo>

(The video is also posted on nightingalesnews.weebly.com)

🡪 Submit the following work on Google classroom:

* Follow the process as outlined in the video and conduct your research on a branded company
* This research technique will help you complete your media analysis

**Assignment 3** – Copyright

*Copyright vs. Copyleft*

**rip! A Remix Manifesto** explores copyright and how our digital age has changed content creation. In our 21st century we have to become aware of our limits and be responsible how we use digital content in our own persona, creations. Some argue that creativity is being limited while others are thinking of ways to overcome the tradition copyright model.

Watch the film here: <https://vimeo.com/17822690>

🡪 Then respond on your weebly blog to the following questions:

* What were your initial thoughts, feelings, and perspectives – did anything stick with you?
* Are you copyright or copyleft? Why?
* What is the relationship between media production and media consumption?

**Assignment 4** – Media Analysis

***What is media analysis?***

* Media content analysis is the deconstruction of pieces of media with tendency towards either quantitative or qualitative research methods.
* Qualitative (numbers) research methods are far more structured and consequently restricted form of gathering information from clips of media
* Qualitative (quality or meaning) methods involved a viewing of the media and then have unstructured open discussions and debate on the themes and effect of media
* It helps define and understand a media profile by evaluating issues, messages, advocates, critics, media, and journalists by giving qualitative ratings to print, broadcast, and online coverage.

***What are the benefits of media analysis?***

* Useful data to see how society reacts to media and how companies use media to promote consumerism
* Can be used to analyze the ideologies of those who produce them and how they try to spread this ideology
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* Provide valuable historical/cultural insights over time through analysis of texts

***What are the disadvantages of media analysis?***

* Relies heavily upon researcher interpretation
* May produce a distorted image of society
* Often disregards the background in which something has been produced

***How to conduct media analysis?***

Watch the video: <https://vimeo.com/85624992>

**🡪 Complete the following:**

**1. Identify chosen branded company.**

**2. Research the company**
2.1 provide a brief of history company
2.2 provide the company mission and vision statement

**3. Target market**
3.1 Identify their target market (which includes their demographic)
3.2 What are common traits between the branded company and the target market?

**4. Touch points**
4.1 Identify how the branded company communicates with their target market.
4.2 List and provide a summary of each medium that the company uses. (Social media, print, TV, online eta.)
4.3 Identify and evaluate each medium. Which medium is the most successful and why?

**5. Common message**
5.1 Identify the common message or story that the company is communicating.

**6. Conduct a critical analysis**
6.1 Decide on a few mediums or advertisements and conduct a critical analysis

6.2 Summarize information

Present your findings and information in a creative and concise way.

**Assignment 5** – Create an Advertisement (Final Project)

🡪 Prepare and deliver an impacting or influential advertisement presentation using media of choice (ex. Print, audio, video, animation, or combination)

* Develop a specific outline – *consider target audience, intent of message, type of media*
* Use of appropriate planning procedures for selected media; *e.g., storyboard, script, outline, shot list, thumbnails, composites*
* Message is specific and clear, has a personal, community or national perspective in one or more media formats; e.g., commercial or advertising layout, news item or interview (audio, video, print or combination), public service announcement, billboard design

Present this project to the class or instructor explaining:

* Elements and Principals of design in the overall composition
* Technical and creative aspects of the work (quality, uniqueness, etc)
* Areas of concern or difficulty