

Name: _____

Media & Advertising Unit: Introduction

We tend to think that marketing and advertising are only used to sell products. However, marketing and advertising techniques are also used to promote many other things – including ideas. This questionnaire will help to draw your attention to the business of selling images and values.

Discuss the following questions with a partner:

1. What is your favorite advertisement? Why?

2. If you sold the following products, during which TV shows would you want to air your ads? Explain your choices?

a) beer: _____

b) luxury cars _____

c) toys _____

d) designer jeans _____

e) shampoo _____

f) security alarms _____

3. If you wanted to spend time in an ad-free environment, where would you go? _____



Media Industry: Channels of communication between a person or persons and their intended audience. The word “media” comes from the Latin word “medium”. Any form of communication that carries *information* is a medium. Including radio, magazines, television and Internet. Some less obvious examples are text messages and branded logos on clothes.

Media Audit: Imagine an ordinary day in your life. Make a list of media that you would see, hear, play or otherwise consume in the run of a day.

Media Form

Hours

Television

Computer

Smartphone

Movies

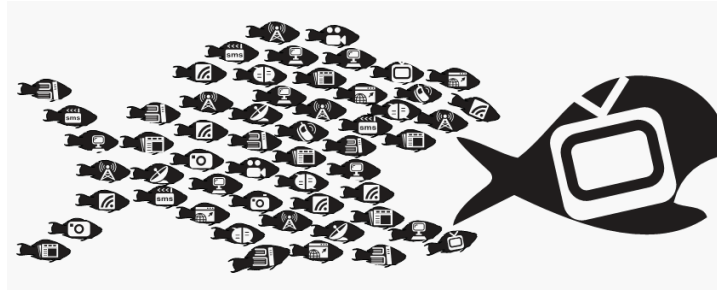
Books/Magazines

Netflix

Music

Other

“I don’t know who discovered water, but I’m pretty sure it wasn’t a fish.”



5 Concepts of Media

1. Media are constructions

Media products are **created** by individuals who make conscious and unconscious choices about what to include, what to leave out and how to present what is included. These decisions are based on the creators’ own point of view, which will have been shaped by their opinions, assumptions and biases – as well as media they have been exposed to. As a result of this, media products are never entirely accurate reflections of the real world – even the most objective documentary filmmaker has to decide what footage to use and what to cut, as well as where to put the camera – but we instinctively view many media products as direct representations of what is real.

2. Audiences negotiate meaning

The meaning of any media product is not created solely by its producers but is, instead, a collaboration between them and the audience – which means that different audiences can take away different meanings from the same product. Media literacy encourages us to understand how individual factors, such as age, gender, race and social status affect our interpretations of media.

3. Media have commercial implications

Most media production is a business and must, therefore, make a profit. In addition, media industries belong to a powerful network of corporations that exert influence on content and distribution. Questions of ownership and control are central – a relatively small number of individuals control what we watch, read and hear in the media. Even in cases where media *content* is not made for profit – such as YouTube videos and Facebook posts – the ways in which content is *distributed* are nearly always run with profit in mind.

4. Media have social and political implications

Media convey ideological messages about values, power and authority. In media literacy, what or who is absent may be more important than what or who is included. These messages may be the result of conscious decisions, but more often they are the result of unconscious biases and unquestioned assumptions – and they can have a significant influence on what we think and believe.

As a result, media have great influence on politics and on forming social change. TV news coverage and advertising can greatly influence the election of a national leader on the basis of image; representations of world issues, both in journalism and fiction, can affect how much attention they receive; and society’s views towards different groups can be directly influenced by how – and how often – they appear in media.

5. Each medium has a unique and esthetic form

The content of media depends in part on the nature of the medium. This includes the technical, commercial and storytelling demands of each medium: for instance, the interactive nature of video games leads to different forms of storytelling – and different demands on media creators – that are found in film and TV.