

REVISE

WISE

ENGLISH

Junior Certificate - Higher Level

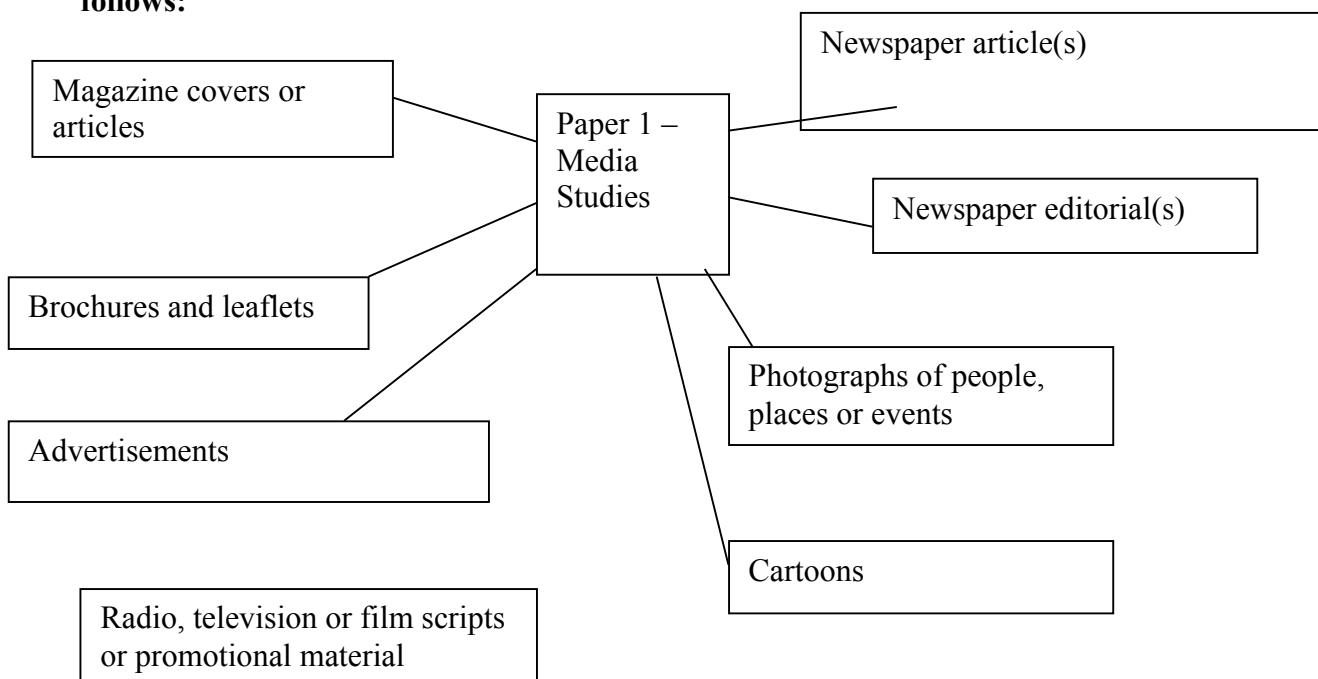


STUDY GUIDELINES: MEDIA STUDIES

The Media Studies Section

Study Guidelines

The fourth section to appear on your Higher Level exam paper is the Media Studies Section. Some of the options that may appear on the exam paper are as follows:



In Media Studies, there are a wide variety of texts to which you may be asked to respond. For example, you may have to comment on the effectiveness of an advertisement, analyse a newspaper article, compare and contrast tabloid and broadsheet newspaper articles, describe and interpret photographs or cartoons or assess the impact of magazine covers on their target audience.

Become more aware of the elements that are used in a newspaper article, or photograph or cartoon. Practise exam questions. Try to revise as many of the topics in the diagram shown.

The two main features of Media Studies are that:

- each medium has a specific **target audience**.
- the **elements of a particular medium** (e.g. newspaper ad, leaflet, brochure, etc.) are designed to appeal to that specific target audience.

It is very important, therefore, to have a good grasp of the techniques of the media and an understanding of the **role these techniques play in relation to an intended audience**.

Questions for Student to Answer

Advertisements

Question:

What are the main functions of advertising?

Answer:

Advertising is all around us. From the moment you wake in the morning and prepare to eat your breakfast to last thing at night when you go to brush your teeth, the advertisers have been busy at work, trying to persuade you, and hundreds of thousands like you, to purchase a particular product.

Advertising has two main functions:

- Firstly, advertising is designed to **inform** us about a product.
- Secondly, advertising may be designed to **persuade us** to buy that product.

Question:

What is the difference between informing and persuading?

Answer:

Sometimes information alone is enough to make us want to buy something.

Example:

You go into the city and are determined to buy a new mobile phone that day. You probably will make your purchase, having received some **information** about the phone: its price, its features, the cost of calls and so on.

So, consumers (people like you and me, who buy products), sometimes do buy things on the basis of **information** alone. In other words, you decide which phone is for you, based on information alone.

Imagine there were two mobile phone stores, side-by-side, both selling a wide range of phones. Now, the situation is quite different. You can enter both shops and get **information** on your preferred phone. The information may, in fact, be identical. So, from which store will you buy your phone?

This is where **persuasion** comes into play. Each store will do all it can to **persuade** you to buy the phone in **their** store rather than in a competitor's.

Persuasion may take the form of Special Promotional Offers. A keen salesperson will remind you that in their store you will also be entitled to a *free* charger, or *free* headset, or *discounted* calls at weekends, and so on. He or she will tell you about the quality of the reception, the number of free texts you're entitled to, the . . . it can go on and on.

This time, when you purchase your phone, you decide which is the right phone to buy based on information *and* persuasion. This time, the **information is being evaluated for you by the salesperson** who thinks, of course, that it is a fantastic phone. If you believe him or her, you buy the phone.

Question:

Explain the main terms used in advertising?

Answer:

Purpose:

The **function** or role of the advertising - It can be to persuade consumers to buy a new product or to encourage people to take advantage of their entitlements to health services or to promote a healthier lifestyle.

Target Audience:

The **intended audience** of the advertisement - Is the ad designed to appeal to: young readers, older readers, sporty types, professional people, DIY enthusiasts, and so on?

Caption:

An advertisement's **heading**

Visual:

The photograph or illustration in the advertisement - Often the visual includes an **image** of the product being sold and the people to whom this product might appeal.

Copy:

The **text**, or written element of the advertisement

Buzz words:

Buzz words are very **persuasive**. They persuade us that a product or service is worth buying because it is the *tastiest, freshest, best value, newest, brightest* and so on.

Slogan:

A **catchphrase**, written to be memorable or humorous - It tries to capture the essence of the product in a brief, **pithy phrase**. For example, King Crisps say of their new King Indulgence Crisps that they are: '**A luxury crisp**', '**A superior crisp**', '**An indulgent crisp**'.

Logo:

Most companies have their own logo. This is a **design or symbol** that they put on their products' wrappers, on their delivery vans, their stationery and in advertising. Logos make the company instantly recognisable, especially when it is well-established.

Newspapers

Question:

What are the differences between broadsheet and tabloid newspapers?

Answer:

A **broadsheet** newspaper has the following features:

- A2-size page (large)
- Informative style of headlines
- Quite formal style of writing
- Wide range of news reports
- More text and analysis of news

A **tabloid** newspaper has the following features:

- Smaller size (A3)
- More sensational headlines
- More informal style of writing
- Human interest stories
- More stories about/photographs of celebrities
- Fewer news reports
- Emphasis on entertainment

Question:

Describe the different parts of a newspaper?

Answer:

News reports

This includes national and international news events. News reports should answer the five Ws: what, who, when, where, why. (Why might not always be known.)

Feature articles

These can range from informative travel articles to articles about celebrities or lifestyles. Health issues are popular.

Opinion columns

Here writers give their views on controversial political or social issues. The problem of crime is one such issue.

Sports section, reporting on and analysing a range of sporting events. Photographs may be especially important in this section.

Letters to the editor.

Here members of the public give their views on articles published in the paper or topical issues.

Business section, which has news of business developments as well as articles on finance, etc.

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Classified section, i.e. advertisements, notices, etc. A newspaper depends on the classified section for its financial survival, as well as its circulation (the number of papers sold each day).

Photographs are an essential part of any newspaper. Photojournalism is journalism in which the photograph is seen to be more important than the written text.

Magazines

Question:

What are the main features of magazines?

Answer:

Magazines generally have a particular target audience, e.g. teenagers, women, sports enthusiasts. Like newspapers, they can both inform and entertain, but their main purpose is to entertain. They also contain editorials, feature articles, interviews, letters and reviews.

Comics and Cartoons

Question:

What are the main features of comics?

Answer:

- Comic strips tell a story, usually a fairly simple one involving conflict, e.g. Tom and Jerry. The characters are often presented as stereotypes, i.e. people who don't and who can't change.
- The expressions on the faces are exaggerated, a technique known as caricature.
- The visual aspects of comic strips have certain features that help us to read them. For example, speech is shown as enclosed in speech balloons, with an indicator to show who's speaking. Characters' thoughts are shown as speech balloons with bubbles.
- **Onomatopoeia** is used to represent sounds, e.g. 'Sterrik!'

Radio/TV

Question:

What advantages do you think television has over radio and print media?

Answer:

Television has a number of advantages over radio and especially over print media.

- Television has moving images, unlike radio or print.
- TV cameras reveal more than the spoken reports of a radio presenter or the written reports of a print journalist.
- The combination of images, sound and movement is far more powerful than the impact of radio or print.
- Television is found almost everywhere in homes and public places, so is more immediate than radio and certainly more so than print.