

# MEDIA

Choose two of these to complete. Write/stick your answers in your book.

1. Watch an hour of commercial television after school and note the following:
  - The date and time of your survey
  - How many minutes each ad break goes for. (Including trailers for other programmes)
  - How many ads there are in each break
  - Which products or shows are being advertised
  - How many times in the hour each ad is shown

Make a pie graph showing how many minutes of your hour are taken up with advertisements. (See me for a hand)

Make a bar graph showing the name of the product and the number of times the ad is shown in the hour.

2. Change the words to a song you know to advertise a particular, already existing product. Write the words out and record yourself singing the song.
3. Choose an ad you think is effective.
  - Make a note of: a) the persuasion tools used, b) when the ad is on television or which magazine or newspaper it is in, c) what sort of people are depicted in the ad. d) what the ad is really saying.
  - Does your product have a particular slogan? Is it catchy and well known?
  - Is the aim of the ad to introduce you to the product? (ie. a new product)
  - Is the aim to get you to change products?
  - Is the aim to encourage you to keep coming back?
4. These are some questions to think about: What does the media have to do with famous people? Would people still be famous if there were no televisions or magazines? How do famous people use the media to become well known? Think about these questions and write what you think. If possible, give an example of a famous person you read about often, in the papers or see often on TV.

## WRITE AN ADVERTISEMENT

Write a creative brief for an advertisement to sell one of the following:

- A new chewing gum
- A new breakfast cereal
- One of the listed toys (girl-doll/ boy-robot)

Use the sheet below to put your information on.

Once you've finished the brief, make 2 different types of advertisement, one from each section.

### SECTION A

- Radio advertisement (no longer than 30 seconds)
- Television advertisement whereby you are required to write a script and perform (no longer than 30 seconds)

### SECTION B

- A billboard poster
- A magazine page

### ADVERTISING BRIEF:

**What is the task?** (*What are they trying to do*)

**What does the client want to happen?** (*objectives/ problems/ background*)

**Target market**

**Consumer insight** (*How they behave, feel, why*)

**The proposition**

**Why is it believable?** (*Proof*)

**What do we want to happen as a result of the advertising?** (*What we want people to think / do after receiving our message*)