

MEDIA & CHANGE

Unit 2 - Area of Study 3

In this area of study we focus on learning the following dot points:

- The nature and forms of new media technologies and their relationship to traditional media technologies.
- The way in which audiences engage with, are influenced by, consume, read and participate with new media technologies.
- The growth of digital technologies and their impact on audiences.
- The influences of technological development, media convergence and hybridisation on society, audiences, individuals, media industries and institutions.
- Social, ethical and legal issues in the media industry.
- Technologies, processes of production, characteristics, distribution, consumption and reception of media products in new media forms.

For your assessment task you will need to include the following:

- What Exploration and Research you completed before starting your Social Media Campaign. You need to show evidence of this. For example: Include Instagram accounts, Podcasts and or Youtube Influencers to look into.
- Who is your target audience?
 - List their Demographics
 - List their Geographic's
 - List their Psychographics
- Outline the algorithm that was employed by the Influencer. For example what editing techniques, hashtags were being used to increase the followers.
- AND...Finally submit your Social Media Campaign. If it is a print production, please ensure it is printed and if it is a Moving Image (Youtube) or Podcast make sure it is saved as your name and title of the production.