

UNIT 2 MEDIA

Area Of Study

MEDIA & CHANGE



Name: _____

Area of study: Media & Change:

What is the impact of new media technologies on us as individuals and as a society?

Developments in media technologies have dramatically altered the media landscape and the relationship between the media and its audiences. New media is a term that applies to contemporary technology used by media producers and audiences, and the social, cultural and economic practices that arise from these contemporary forms.

Changes in the media have social, emotional and ethical consequences for individuals and society. New media forms, products and processes are often controversial and may be mistrusted or devalued by existing media institutions, some audiences and groups in society. Students examine the technologies, processes of production, characteristics, distribution, engagement with, consumption and reception of media products in new media forms.

YOUR JOB WILL BE:

Students investigate the relationship between emerging and pre-existing media forms, products and institutions. They evaluate the impact of developments on individuals, society and culture.

You will all be creating your own Social Media Campaign that contains the following components:

- 1. Research & Investigation**
- 2. Outline Your Intention – Your Social Media Campaign**
- 3. Outline who your Target Audience is**
- 4. Outline your Algorithms**
- 5. Produce your campaign**

Your Social Media Campaign can do one of the following:

- **Entertain**
- **Call to Action**
- **Educational**
- **Informative**

Examples of Social Media Campaigns can include but are not limited to:

- Instagram accounts
- Podcasts
- Blog / Vlogs
- Tik Toks
- Pinterest Boards
- You Tube Channel
- Website

Place all your sections in a Folio. Can be A4 or A3

You will complete the Campaign in Production Stages. Follow the steps outlined in this booklet.

Your final Social Media Campaign does NOT have to be placed online. It can be printed or placed on the USB.



Part 1: RESEARCH & INVESTIGATION

Research social media campaigns and place these in your folio.

Be sure to get at least SIX different Media Research Ideas.

Get screen shots of your researched campaigns so you can annotate them.

Ensure you get a variety of media forms for this component of the assessment task.

Annotation should include:

- What code and conventions have they used to engage the audience?
- What message is being delivered and what elements might you consider in your campaign
- Is the campaign: Call to action, Entertainment or educational?
- Any algorithms employed that would be beneficial for your campaign?

You must demonstrate a variety of campaigns. For example, have examples of Websites, Blogs, Podcasts, You Tube and Instagram accounts.

Part 2: INTENTION – What you planning to make.

Outline what Social Media campaign you are planning to create.

What will it do?

- **Entertain**
- **Call to Action**
- **Educational**
- **Informative**

- **How are you going to create this?**
- **What technology will you use?**
- **Why are you planning to make this?**

Part 3: AUDIENCE – who is the target?

Demographics:

Gender, Age, Income, Family.

Geographics:

Location based profiling - Where they live, How they live, Where they holiday, Where they hang out, Where they buy things – online/in-store.

Psychographics:

Personality Profile - Audience likes, Dislikes, Hobbies, their thoughts on things, How much Social media they use, What type of social media platforms are they drawn too, Who they hang out with, Their Buying trends, Do you follow others, Are you a leader, Introverted, Extroverted, How important social media is to them. Behaviours, Positive or negative mindset, Out Spoken, Political, Activist etc.

Part 4: ALGORITHMS – how you keep them?

Algorithms:

Here you are to list all the algorithms you will be using to engage and keep you audience attracted to your Social Media platform.

Essentially you need to show examples of other Influencers work and annotate the algorithms they have employed to engage their audience.

This could be in the form of:

#Hastags, Colour grading, Subscriptions, Follows, Likes etc.

Part 5: PRODUCE your campaign

This is the part where you create your campaign.

Display your campaign the way it should be viewed by your audience. You DO NOT have to make this live online.

However if you want to send the campaign via a link you can. Or place the final on the USB.