

Evaluating Different Media

RI8: I can evaluate the advantages and disadvantages of using different media (e.g., print or digital text, video, multimedia) to present a particular topic or idea, providing specific details and evidence to support the evaluation.

https://www.youtube.com/watch?v=bBP_kswrtrw

Quick Write

What do you think it means to be media smart?

Key Vocabulary

1. Evaluate: to form an idea about something or to judge it
2. Advantage: a condition that puts someone or something in a favorable or better position
3. Disadvantage: a condition that puts someone or something in an unfavorable or worse position
4. Medium: means of communicating that influences or reaches a wide range of people (plural: media)
5. Target audience: the intended audience or receiver of the message from the media

Why is the type of media we use important?

When we present messages or try to communicate with many people, it is important that we focus on the purpose, audience, content, and format of our messages in order to make sure we get our points across.

Purpose- why we are writing: to persuade, to inform, to entertain

Audience- who are we writing to (consider things like the age, location, interests, concerns, etc. of the people we want to reach)

Content- what are we trying to communicate? What do people need to know?

Format- what media will we use to accomplish all of the above?

Types of Media

1. Print
2. Digital Text
3. Video
4. Audio
5. Social
6. Multimedia



Print Media

Print media is a form of media that has the actual intended message printed on paper.

Examples include:

- Magazines
- Newspapers
- Books
- Brochures
- Posters
- Fliers
- Letters
- Postcards
- Billboards

Print Media

1. Newspapers: the most popular and widespread form of print media; reaches many viewers
2. Magazines and Books: focus on a more specific audience or target group
3. Fliers and Posters: visually appealing and are placed based on the target audience's preferences (locations, heights, etc.)
4. Brochures: flexible type of media because brochures can be manipulated to be anything the writer chooses; brochures provide a snapshot of all the important information a writer wants his/her audience to know.
5. Billboards: another type of print media that is seen by thousands each day depending on location; huge billboards display a quick version of an author's message
6. Letters/Postcards: media that comes in the mail

Advantages and Disadvantages of Print Media

Advantages:

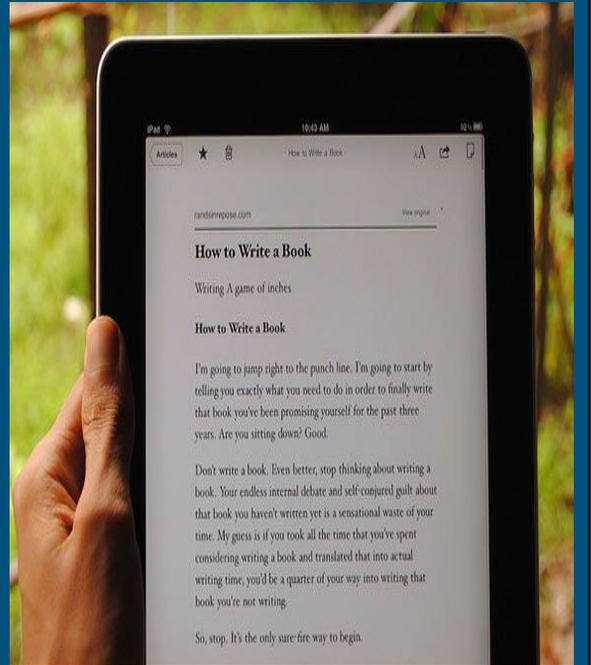
- Big variety in what can be printed
- Many devoted readers (newspapers and magazines)
- Easy to focus on target audience if located in a specific location
- Writer has choices in sizes of ads, colors, etc., which can help with the price of the ad
- Can be double up: brochures or fliers in magazines and newspapers

Disadvantages:

- Ink to print can become expensive
- Lifespan can be limited (ex: newspapers are read for a day)
- Audience can be limited
- Must be planned ahead of time in order to allow for time to print
- Message could be overlooked by other print ads or messages

Digital Text

Digital Text is a form of media that is similar to print in that it is typed, but the messages remain on a digital device (computer, smartphone, tablet, etc.) This is very similar to print media except digital media is in an electronic format.



Advantages and Disadvantages of Digital Media

Advantages:

- Visual display can be adjusted to suit individual people's needs/preferences
- Can be read aloud to readers, which opens the messages up to a broader audience (text to speech feature)
- Hyperlinking is available for additional information, definitions, references, etc.
- Easily accessible through any electronic device

Disadvantages:

- Looking at a screen for too long can be damaging to a reader's eyes
- Material can be easily manipulated, so it's much easier for media to be changed from the facts or truth, which damages the writer's credibility
- Usually requires internet access that may not be readily available in some areas or to some readers

Video Media

Video media is a message presented in a video format; this could include a commercial, TV Show, or movie.



Advantages and Disadvantages of Video Media

Advantages:

- Nonverbal cues are more easily read (a wink, a smile, etc.) which can be more memorable
- More relatable; mirror the real-world for most viewers
- More engaging
- Demonstrations of products, processes, etc.

Disadvantages:

- Limited time (commercials=30 seconds)
- Expensive: sets, actors, editing, music, special effects

Audio Media

Audio media is media that is presented in an audio format only; an audio format is one that can only be heard (radio commercials, internet radio ads, announcements, telephone calls, etc.)



Advantages and Disadvantages of Audio Media

Advantages:

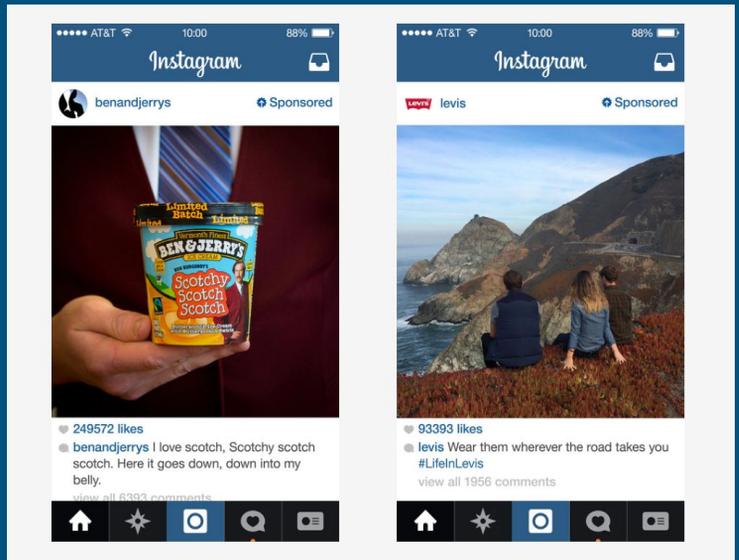
- Can reach larger numbers of listeners
- Distance becomes less of an issue
- Can reach people of different economic backgrounds
- Can be less expensive

Disadvantages:

- Can become expensive with more well-known actors
- Not interactive
- Sometimes overused and therefore not widely accepted (phone call ads)
- Writing must be VERY clear because there is no other way for the audience to receive the message

Social Media

Social media is a form of media that allows readers to share and interact with content and messages; this includes websites and apps (Facebook, Pinterest, Twitter, SnapChat, Instagram, etc.)



Advantages and Disadvantages of Social Media

Advantages:

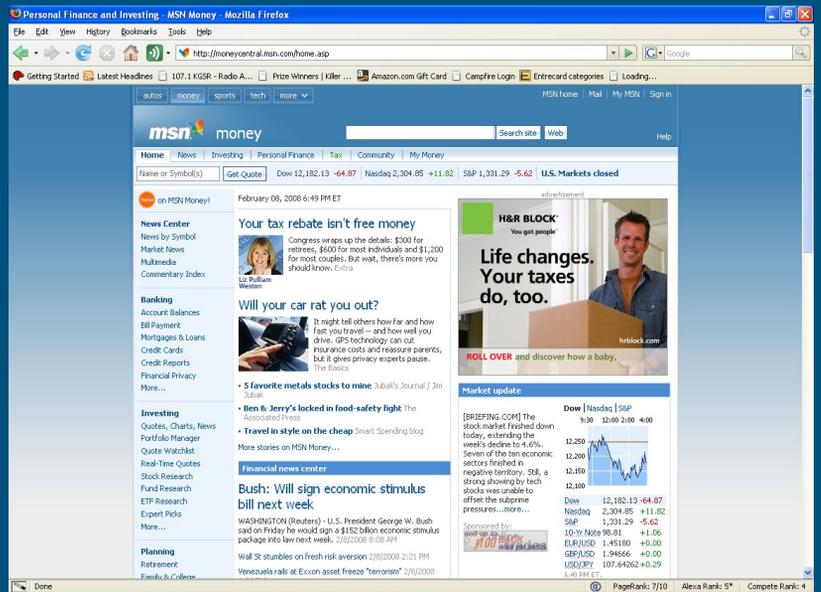
- Reaches a WIDE variety of audiences
- Helps readers to connect and discuss products or messages; that gets the message or product more publicity
- Information can be shared quickly and reach many people at once
- Takes places as part of the daily lives of many people

Disadvantages:

- Can be used in misleading ways
- Reduces human interaction
- Fear of losing privacy and other security issues (being hacked)

Multimedia

Multimedia is when two or more of the previous types of media are used together to communicate an idea, hence the prefix *multi*.



Advantages and Disadvantages of Multimedia

Advantages:

- Caters to multiple learning styles which makes it more appealing to a wider audience
- Can be entertaining
- Has a lot of flexibility since it can contain many options of media

Disadvantages:

- Can be distracting (too much going on)
- Takes a lot of time to create
- Can be expensive
- Can only be utilized if the target audience has the necessary equipment or technology

Let's Practice!

You want to communicate to a wide, local audience that you are opening a new store downtown.



Which media would you use?

Print media- it will reach a local audience

Let's Practice!

You have a new product that requires some special instructions and a demonstration.



Which media would you use?

Video media- your commercial can show your audience how to use your product correctly

Let's Practice!

You're advertising ticket sales for the season opener for the Georgia Southern football team.



Which media would you use?

Audio media- you can quickly state the necessary information, save money, and get fans excited with music, sounds of crowds cheering, and the sound of the announcers' voices

Let's Practice!

You have created a petition to get a new recreational area built at your school, and you need as many people to sign it as possible.



Which media would you use?

Social media- you can reach people from all over the world who will support your cause by signing the petition and getting you what you want

Let's Practice!

You are required to teach a lesson in science class, but you are afraid that most of the class will not understand the concept and will need additional support as they read your work.



Which media would you use?

Digital text media: this media is more interactive and can allow readers to manipulate the text to help them understand more difficult concepts

Let's Practice!

You've been invited to give a speech at the Conference on Middle School Students of This Century. You have an audience with a lot of different people from a lot of different backgrounds, and you must keep them interested in what you're saying.

What type of media do you use?

Multimedia works best here; you can appeal to everyone with visuals or videos, audio clips, and/or handouts of what you're saying.