ENG 4CI Name: Date: PHS

**MEDIA CONCEPTS INTRO**

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| **5 Main Media Concepts** | | |
| **CONCEPT** | **EXPLANATION** | **EXAMPLE (as related to an ad we viewed)** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

| **A comparison of Form and Content through various mediums** | | | | | |
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|  | **TELEVISION** | **BILLBOARD** | **MAGAZINE AD** | **RADIO AD** | **SOCIAL MEDIA** |
| **Devices of form and content** |  |  |  |  |  |
| **Typical Audience location for reception of message** |  |  |  |  |  |
| **Exposure time to message** |  |  |  |  |  |
| **Advantages/ Disadvantages over other mediums** |  |  |  |  |  |

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| **5 good questions to ask when deconstructing media ads** |
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| **Culture Jamming**  **Producing parody ads is a method of culture jamming. The process makes it easier to distinguish areas of contention. One of the methods used in raising awareness is through substitution in a given context. Give three examples of how substitution cues context in the ads as you explain the awareness each raises.** | | |
| **AD** | **SUBSITUTION AND CONTEXT** | **RAISING AWARENESS FOR/OF:** |
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| **Convergence of Media Ownership**  **Give two examples of the effects of the convergence of media ownership, one in Canada and one in the U-S.** |
| **CANADA** |
| **THE UNITED STATES** |