

Handout 1

A. Complete the sentences with words from the box.

app – podcasts – publishing – video game – soundtrack – animation – website – films & TV series

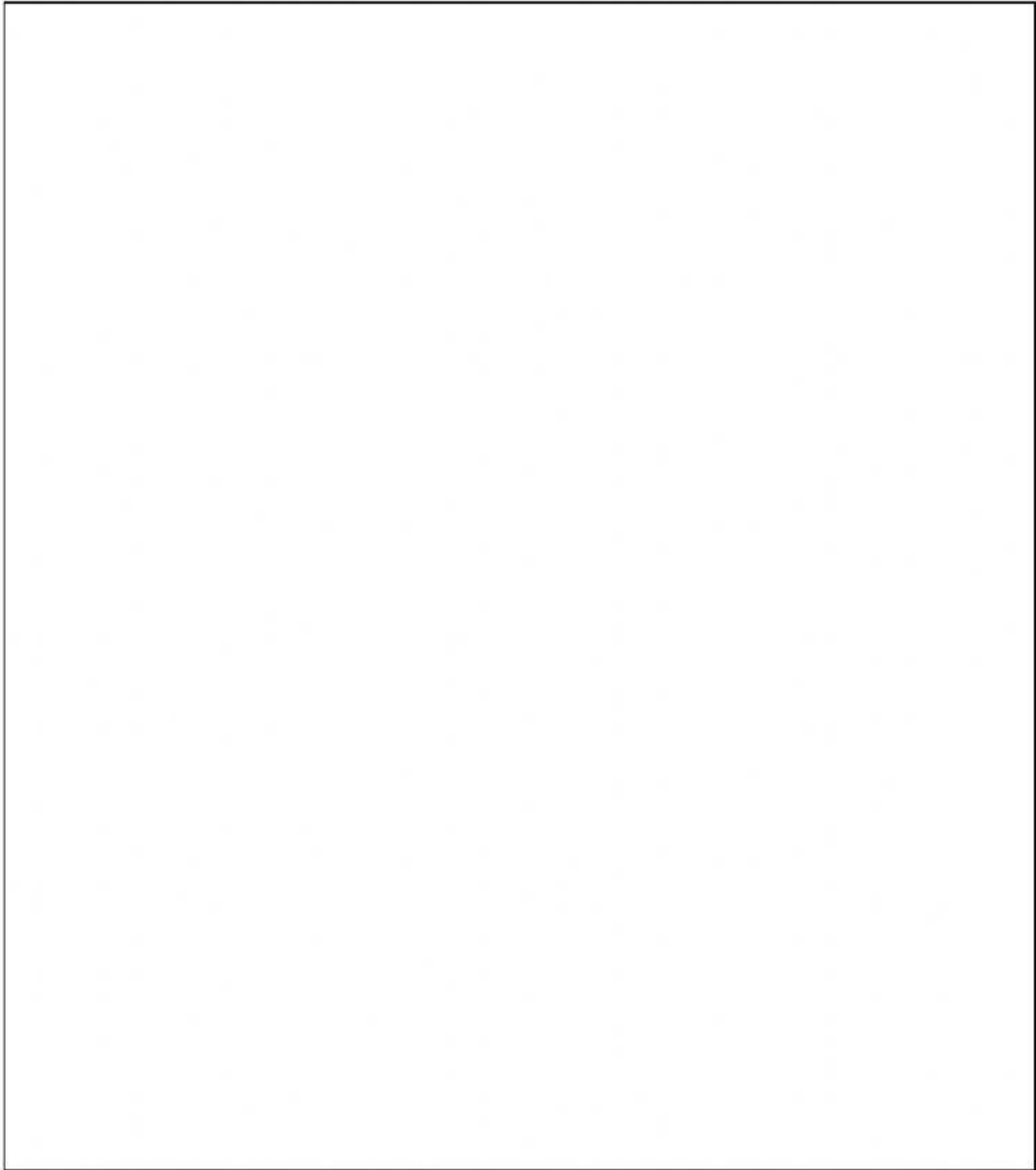
1. A is a game in which the player controls moving pictures on a screen by pressing buttons or moving a joystick.
2. means using many drawings together to create the illusion of movement.
3. An is an application that you can download to your mobile or computer. It allows you to perform a task. Facebook is a popular social media app.
4. use pictures and sound to tell stories.
5. A is an audio file that can be downloaded from the internet and listened to. The is the recording of the music in a movie.
6. means making books or articles available for people to read, such as newspapers and adverts
7. A is a collection of web pages and content on the internet. A popular example is Google.

B. Match the verbs and nouns to make common expressions.

- | | |
|------------------|-----------------|
| 1. tell | a. available |
| 2. perform | b. your phone |
| 3. move | c. a button |
| 4. press | d. the internet |
| 5. download to | e. a task |
| 6. make | f. a story |
| 7. download from | g. a joystick |

Handout 2

Create mind map for the different types of target audience.

A large, empty rectangular box with a thin black border, intended for students to create a mind map. The box is oriented vertically and occupies most of the page below the instructions.

Handout 3

After you create your idea for a media product, you can plan the development. You should consider the following things:

1.

This is the reason for doing something. A media product usually has one of the following reasons:

- *Inform*: This gives you information about something. For example, a news article tells you about what is happening in the world.
- *Entertain*: This provides you with something that you enjoy. For example, animations used in computer games.
- *Persuade*: This is to convince you to do something by giving you a reason to do it. For example, you see an advert that makes you want to buy the new iPhone. The advert has the features of the new iPhone so that you want to buy it.

2.

This is a plan for when things will happen. You need to make sure that you have enough time to complete the project.

3.

These are the people, tools, materials and money that you need to make a media product. For example, if you are creating graphics, you will need computer software to do this.

4.

Some situations can be dangerous. Some situations may give chances for better things. Questions you should ask when creating a new media product:

- What are the dangers involved?
- Will it cost a lot of money to make the product?
- Is there a chance to make other products if this one is successful?

A. Choose the best title for each section.

Risks and opportunities – Schedule – Purpose - Resources

B. Do these types of media *inform*, *entertain* or *persuade*? Some may have more than one purpose.

1. Magazines
2. Posters
3. Video games
4. Cartoons
5. Apps

Handouts_AIM_09-05-2020_21_Lesson 1

- 6. Newspapers
- 7. Podcasts

C. Think of a media product. Make a list of the resources you need to create it.

.....

.....

.....

.....

.....

.....

D. What are some of the risks involved in creating a media product?

.....

.....

.....

.....

.....

.....