

STUDENT NAME

TRINITY BAY S.H.S. – THE ARTS

MULTIMEDIA STUDIES YR 10

DUE DATE: FRIDAY 28 JULY

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Community Media Campaign



TASK 2 – ANALYSIS OF A CAMPAIGN

TARGET OUTCOMES:

ME 4.3 Student analyse media languages and technologies used by them and others to construct representation using generic conventions.

ME 5.3a Students research and analyse various media representations within their cultural and historical contexts.

ME 5.3b Students research and examine the media institutions that are involved in the production, distribution and exhibition of the media they consume as audiences.

ME 6.3a Students evaluate how contextual influences can contribute to personal interpretations of media.

ME 6.3b Students evaluate social, political and economic influences operating on the public, commercial and independent media.

Visit the following community campaign website:

<http://www.feelinggood.com.au/?welcome>

This website is the home page for a current community campaign targeted at:

_____ to
encourage or persuade them to:

For this task you need to submit:

- **A 500 – 600 word written analysis of the campaign that evaluates how successfully you think it appeals, persuades and informs its target audience.**

You need to submit your analysis and evaluation as a formal piece of extended writing. Please attach this criteria sheet to the front of your assignment. Your assignment should ideally be typed. Make sure you write in paragraphs and spell-check your work carefully.

Use the attached scaffold to help you structure your analysis.