![C:\Users\dsmith\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\ACKLH8SN\MC900089214[1].wmf]()![C:\Users\dsmith\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\ACKLH8SN\MC900089214[1].wmf]()Comparison of Mass Media Examples, Year 12

**Learning Intentions:**

* To understand how creators of texts use the tools at their disposal to target their audience and their context
* To understand and evaluate the impact specific language and text features can have on an audience and how they fulfil their purpose
* To be able to effectively compare and contrast 2 texts on their effectiveness
* To develop skills in writing formally and effectively using evidence to bolster argument

*The aim of the assignment is to simply* ***compare and contrast 2 texts*** *on the way they use* ***form, language and context*** *to aim at* ***audience and purpose****. You have* ***1000*** *words or* ***6*** *minutes if doing an oral presentation. This assignment is testing a lot of knowledge and understanding but don’t leave it there. Insightful* ***evaluation*** *of the analysis is going to get the high grades.*

**Question:** How do the creators of *Jamie Cooks Italy* and *Nigellissima* use form, language and contextual considerations to effectively target their audience and purpose?

**Suggested Order of Writing:**

* Introduction – make relationship between “5 things” clear
* **Purpose** and **audience** and their **context** defined somewhere near start. For highest marks, rather than doing a separate paragraph on these things, put these definitions in your first paragraph on either a **form** or **language** aspect or intro – definitions can be used in a point you make about a particular type of language or form feature you are discussing.
* **Language** and **form** paragraphs (for highest marks divide language and form into smaller paragraphs) – include how creators have deliberately used form (give examples) and language (give examples) to appeal to audience and thus fulfil their purpose. Make links to **audience** and **purpose** clear by using examples.
* Conclusion – summarise the effectiveness of each text for their audience here.

**IMPORTANT NOTE:**

* Language, Form and Context (of audience) can be **used to aim at** the Audience and fulfil the Purpose
* Language and Form **reflect** the Purpose, who the Audience is and the Context (either or both of audience and author)
* Therefore **each paragraph** will be about one or the other of these combinations

**Performance Standards:**

Knowledge and Understanding

* Knowledge and understanding of ways in which creators of mass media texts use language features, stylistic features, and conventions to make meaning.
* Knowledge and understanding of ways in which mass media texts are created for different purposes, audiences, and contexts.

Analysis

* Analysis of the language features, stylistic features, and conventions of the mass media texts, and evaluation of how they influence audiences.
* Analysis of similarities and differences when comparing texts.

*Application*

* Use of evidence from texts to develop and support a response.
* Use of clear, accurate, and fluent expression.