



DIMELI4AG

# MODULE 2: MEDIA INDUSTRY



ANTENNA



Erasmus+

<b>Project Acronym:</b>	DIMELI4AC
<b>Project Title:</b>	Digital Media Literacy for Active Citizenship: A toolkit to promote critical thinking and democratic values.
<b>Project Number:</b>	2018-1-DE03-KA204-047411
<b>National Agency:</b>	PAD
<b>Project Website:</b>	<a href="http://www.dimeli.eu">www.dimeli.eu</a>
<b>Project leadership:</b>	Prof. Dr. Dirk Lange Institut für Didaktik der Demokratie, Leibniz University of Hannover
<b>Project Management:</b>	Elizaveta Firsova
<b>Authors:</b>	DIMELI4AC Consortium
<b>Authoring Partner:</b>	Antenna Limited Copyright



All rights reserved. The content of the publication may be used for educational and other non-commercial purposes on the condition of using the following name as source in every reproduction: «Erasmus+ Project DIMELI4AC».

## TABLE OF CONTENTS

Module 2 – media industry concept.....	4
Module description.....	4
Learning Outcomes.....	4
Keywords.....	4
Legend.....	5
Topics.....	6
References.....	14

## MODULE 2 – MEDIA INDUSTRY CONCEPT

### Module description

Media Industry, consists of many sectors that form a cluster of communication outlets or tools that are used to store and deliver (or disseminate) information. As Kung (2008) stated, “the media industry is not a monolith, but rather a conglomeration of different industries that have the creation of mediated content as a common activity”. The module will present the context of Traditional Media and the transition towards New Media.

### Learning Outcomes

1. Understand the definition of Traditional Media
2. Recognize the different types of Traditional Media
3. Participate in Traditional Media conversations
4. Analyse and Evaluate the content shared through Traditional Media

### Keywords

- **Mass Media:** a medium of communication (such as newspapers, radio, or television) that is designed to reach the mass of the people —usually used in plural.<sup>1</sup>
- **Traditional Media:** Traditional Media or Old Media is what constitutes non-internet types of media that broadcast news and reach people through Television, Radio or Printed Media (newspaper).
- **ATL:** Above the line advertising is what constitutes advertising around a wider target audience through Television, Radio, Billboards, Newspapers etc.
- **Subliminal messages:** A subliminal message is a technique used in marketing and other media to influence People without their being Aware of what the messenger is Doing. This may involve the use of split second flashes of text, hidden images, or subtle cues that affect the audience at a level below conscious awareness.<sup>2</sup>
- **SEM (Search Engine Marketing):** Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.<sup>3</sup>
- **SEO (Search Engine Optimization)** is the practice of optimizing content to be discovered through a search engine’s organic search results.<sup>4</sup>

---







<sup>1</sup> <https://www.merriam-webster.com/dictionary/mass%20media>

<sup>2</sup> <https://www.dictionary.com/e/pop-culture/subliminal-message/>

<sup>3</sup> <https://www.wordstream.com/search-engine-marketing>

<sup>4</sup>







## Legend

	Keywords/Definitions
	Scenarios
	Tips
	Questions
	Activities
	Resources

## Topics

### Topic 1: Traditional Media



#### Lesson plan 1 of 3

Module 2: Media Industry			
Topic 1: Traditional Media			
Lesson plan 1 of 3			
Duration: 45 minutes / 1 hour max			
Aim	Introduction to Traditional Media		
Target Group	Secondary School Students		
Steps	Resources	Duration	Additional information
<b>Introduction and pre-assessment</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li>M2-T1_TraditionalMedia_P re-assessment</li> </ul>	5'	 Introduce the module (sl. 0-3). Ask students what they think media is.   After some discussion, explain the definition you see under the Keywords section.  Do the pre-assessment.
<b>Traditional Media definition</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li>Video: <a href="http://www.coursera.org/lecture/media/what-is-traditional-media-azPiF">www.coursera.org/lecture/media/what-is-traditional-media-azPiF</a></li> <li>M2-T1- Traditional Media - T-F Quiz</li> </ul>	20'	 Move on to talk about Traditional Media. Ask students what they think traditional media is.   Proceed to watch the video on slide 5.  After watching the video, give some time to complete the T/F Quiz which is based on the video.
<b>Traditional Media types</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li>M2-T1-Traditional Media - Types of Tr. Media HANDOUT</li> </ul>	10'	 Introduce the types of traditional media with the handout.  Continue until slide 7 of the presentation to explain the different types.
<b>Importance and impact of Traditional Media</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> </ul>	5'	Present the slides about the importance and impact of traditional media (10-12). You can show the video linked on sl. 10, however the most important information is included on the slide.
<b>Assessment</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media - Fill in the gaps Quiz</li> </ul>	10'	 Final quiz of the lesson with a 'fill in the gaps' handout.

## Lesson plan 2 of 3

Module 2: Media Industry			
Topic 1: Traditional Media			
Lesson plan 2 of 3			
Duration: 45 minutes / 1 hour max			
Aim	Advertising through Traditional Media		
Target Group	Secondary School Students		
Steps	Resources	Duration	Additional information
<b>Introduction</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> </ul>	5'	Begin the lesson with a small recap of the previous lesson. Remind students about Traditional Media, the different types and the importance.
<b>Advertising in Traditional Media</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li>Video : <a href="https://www.youtube.com/watch?v=WJffi1TgM2M&amp;t=10s">https://www.youtube.com/watch?v=WJffi1TgM2M&amp;t=10s</a></li> </ul>	15'	💡 Ask students If they know how advertising works. Spend a couple of minutes to see if there is any response and then go through Advertising in Traditional Media on slides 13 and 14 and the video.
<b>How Radio &amp; TV Advertising Works</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li><a href="#">Radio Advertising</a></li> <li><a href="#">TV Advertising</a></li> <li><a href="#">Marketing Techniques</a></li> </ul>	15'	📖 Begin with the information that is written on the resources (Radio Advertising, TV Advertising, Marketing Techniques) and then continue with explaining how Radio and TV advertising work and the marketing techniques behind advertising campaigns in TV and Radio Ads – PPT slides 15 - 18. ⚠️
<b>Short Exercise – Fill in the gaps</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li>M2-T1-Traditional Media - Fill in the gaps Quiz</li> </ul>	10'	🔍 This exercise is dedicated on Radio Advertising. Pass the handouts with the fill-in the blanks exercise on how Radio advertising works.





### Lesson plan 3 of 3






<b>Module 2: Media Industry</b>			
<b>Topic 1: Traditional Media</b>			
Lesson plan <b>3 of 3</b>			
Duration: 45 minutes / 1 hour max			
<b>Aim</b>	Marketing Psychology and Traditional Media		
<b>Target Group</b>	Secondary School Students		
<b>Steps</b>	<b>Resources</b>	<b>Duration</b>	<b>Additional information</b>
<b>Introduction</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> </ul>	5'	<p>Begin the lesson with a small recap of the previous lesson. Remind students about Traditional Media and advertising.</p>
<b>Marketing Psychology: Subliminal messages</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> </ul>	10'	<p>Explain that advertising is all about psychology, behaviour and targeted marketing (sl. 19).</p> <p> Move on to talk about subliminal messages (sl. 20), and explain the definition (also in the keywords). Focus on the image and show the iceberg visual representation of how our mind works. Move on to explain how such ads are created (sl. 21).</p>
<b>Notable subliminal message ads</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> </ul>	5'	<p>Show the 2 examples (slides 22 + 23) which are fun, and do not have a malicious purpose, but intend to shape the public's opinion about that brand. The ultimate purpose is to increase sales.</p>
<b>Discussion</b>	<ul style="list-style-type: none"> <li>M2-T1-Traditional Media Presentation</li> <li>Video: <a href="https://www.youtube.com/watch?v=2IM9NH_hCqs">https://www.youtube.com/watch?v=2IM9NH_hCqs</a></li> </ul>	15'	<p>Watch the video on slide 22 for an example of a subliminal message that can affect public opinion.</p> <p> What could be the implications of such strategies in political matters? Could the people who control the media also affect political issues? Who controls the media? Is the media always objective? (More on this will be covered in Module 3: Media Literacy.)</p>
<b>Assessment</b>	-	10'	<p>Let students express their creativity by giving them some time to create a short advertisement with a potential subliminal message attached to it.</p>





## Topic 2: New Media


### Lesson plan 1 of 3

Module 2: Media Industry			
Topic 2: New Media			
Lesson plan 1 of 3			
Duration: 45 minutes / 1 hour max			
Aim	Introduction to New Media		
Target Group	Secondary School Students		
Steps	Resources	Duration	Additional information
<b>Introduction</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	10'	<p>Begin by reminding students about the previous lesson and traditional media, and introduce the term New Media.</p> <p> Start a dialogue and ask them the following questions: What is New Media? / What do you think New Media means? How can you use them? And why? Give the students 5 minutes to brainstorm and discuss. Write potential answers on the board. (sl. 0-3)</p>
<b>Pre-assessment</b>	<ul style="list-style-type: none"> <li>M2-T2 - New Media - Pre-assessment</li> </ul>	10'	<p> Hand out the pre-assessment in class. Allow students 10 minutes to complete this. If some students have questions, ask the rest of the class what they think.</p>
<b>Definition of New Media</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	5'	<p>Introduce the module in more detail (sl.4) and move on to explain the definition of New Media on sl. 5.</p> <p> Optional class discussion (allow more time for this, as needed): Were the students right in their pre-assessment? Did they get it right or wrong?</p>
<b>The Evolution of Media</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	5'	<p>Continue to talk about the purpose and the evolution of New Media (slide 7). Show the graph on slide 8 and explain that Social Media was the result of the evolution of New Media.</p> <p> Mention that traditional media was around for a lot longer before the next big evolution happened. Now things are moving at a very fast pace</p>




			<p>because we are in the age of the fourth industrial revolution.</p> <p>Alternatively, this can become a discussion where students discuss potential reasons why things are changing so fast nowadays, compared to previous years.</p> <p> <b>Conclusion:</b> The purpose of innovation is to go to the next step. For Media, this step was social media and digitization.</p>
<p><b>From Traditional to New Media to Social Media</b></p>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	10'	<p>In this next part, we will see more clearly the transition from each Media era to the next. After each description/definition, ask students to give some examples.</p> <p> <b>Traditional Media:</b> is defined as a 'Vehicle' to disseminate news to a large audience. It is a term often used to refer to the channel's communication used before the Internet. The impact of the Internet has changed our everyday lives. <b>(2 or 3 minutes to explain)</b></p> <p> <b>New Media:</b> is the online and digital way of exchanging information. All this information is exchanged on digital devices like on your own computers, iPad and smartphone. <b>(2 or 3 minutes to explain)</b></p> <p> <b>Social Media:</b> essentially incorporates the online technology and methods through which people can share videos, audio and content about personal opinions, change different perspectives through social media platforms such as Facebook, YouTube, etc. <b>(2 or 3 minutes to explain)</b></p>
<p><b>Conclusion</b></p>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	5'	<p>Finish your first lesson on the topic of New Media with the explanation of the three different terms of Media. Tip: You can do a circle and ask your students to describe with one word  <b>What is New Media?</b></p>

## Lesson plan 2 of 3

Module 2: Media Industry			
Topic 2: New Media			
Lesson plan 2 of 3			
Duration: 45 minutes / 1-hour max			
Aim	Types of Media		
Target Group	Secondary School Students		
Steps	Resources	Duration	Additional information
<b>Introductory video</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	5'	<p><b>Before you start your lesson</b>, you can do a brief review of your first topic.</p> <p>You can try to <b>brainstorm</b> again about New Media and Social Media. Compare the results with the previous lesson's brainstorming – has anything changed?</p>
<b>Different target groups</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	20'	<p>Move on to sl. 9 and ask students who they think uses each medium most.</p> <p>e.g. Who hears television and radio advertisements most? Who reads newspapers nowadays? Is it the same people? Why yes/why not? Allow 10 minutes for this conversation.</p> <p>Move on to sl. 10. Here is a chart that describes the demographic of people on various social media platforms.</p> <p>Have a short conversation and describe this picture.</p> <p> When you compare and analyse the ages, you can see clearly that ages 50-64 and 65+ don't use social media very often.</p> <p><b>Why?</b> There are two reasons: 1) They use ways to get information, such as newspapers, radio, TV etc. or 2) they prefer not to spend time on social media.</p>
<b>The Types of Social media</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	5'	<p> Have an in-class discussion: <b>What's the first thing that pops into your head when you hear the term "social media"?</b> What kind of social media do you use daily?</p>

			<i>Mention the various social media platforms, as shown on sl. 11.</i>
<b>Concluding activity</b>	<ul style="list-style-type: none"> <li>M2-T2 - New Media - Quiz- Types of Social Media</li> </ul>	15'	 <p><i>Give the students some time to do the Quiz. Discuss the correct answers together, afterwards.</i></p>

### Lesson plan 3 of 3

<b>Module 2: Media Industry</b>			
<b>Topic 2: New Media</b>			
Lesson plan <b>3 of 3</b>			
<b>Duration: 45 minutes / 1-hour max</b>			
<b>Aim</b>	Advantages and Disadvantages of Social Media		
<b>Target Group</b>	Secondary School Students		
<b>Steps</b>	<b>Resources</b>	<b>Duration</b>	<b>Additional information</b>
<b>Introduction</b>	-	5'	<i>Mention the previous lesson and do a quick recap.</i>
<b>Discussion</b>	-	15'	 <b>Have an in-class discussion. What are the Advantages and Disadvantages of Social media?</b>  <i>Make two columns on the board and write down keywords.</i>
<b>The impact and the importance of social media</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	15'	<i>Move to slides 12 - 15, and analyse the advantages and disadvantages of Social media.</i>
<b>Potential dangers of New media</b>	<ul style="list-style-type: none"> <li>M2-T2-New Media Presentation</li> </ul>	5'	 <i>On slides 16 and 17, see about the potential dangers and manipulations through social/new media.</i>
<b>Conclusion</b>	<ul style="list-style-type: none"> <li>M2-T2 - New Media - T-F Exercise</li> </ul>	5'	 <i>Complete the lesson with the T/F Questionnaire.</i>

## References

- 1) <https://smallbusiness.chron.com/television-marketing-strategies-68517.html>
- 2) Video Source - <https://www.youtube.com/watch?v=d7ofciW85JY>
- 3) <https://visme.co/blog/visual-advertising-techniques/>
- 4) <https://blog.hubspot.com/marketing/psychology-marketers-revealing-principles-human-behavior>
- 5) <https://www.strunkmedia.com/solutions/traditional-media/>
- 6) <http://group4abm11amedia.simplesite.com/>
- 7) <https://www.cbsnews.com/news/the-10-best-subliminal-ads-ever-made/>
- 8) <https://ignitevisibility.com/7-examples-effective-subliminal-advertising/>
- 9) <https://www.wordstream.com/blog/ws/2017/10/24/subliminal-advertising>
- 10) <https://smallbusiness.chron.com/television-advertisement-techniques-18629.html>
- 11) <https://www.tandfonline.com/doi/full/10.1080/22041451.2015.1042421>
- 12) <https://entertainment.howstuffworks.com/how-does-tv-commercial-production-work.htm>
- 13) <https://www.rtbq.com/blog/our-team/cathy-grubb-impact-of-television>
- 14) <https://bizfluent.com/about-6570071-importance-commercial-advertising-.html>

# PROJECT INFORMATION

---

**PROJECT ACRONYM:** DIMELI4AC

**PROJECT TITLE:** Digital Media Literacy for  
Active Citizenship: A toolkit to  
promote critical thinking and  
democratic values

**PROJECT NUMBER:** 2018-1-DE03-KA201-047411

**PROJECT WEBSITE:** [www.dimeli.eu](http://www.dimeli.eu)

## CONSORTIUM

---



ELLINOGERMANIKI  
AGOGI

