



DO IT YOURSELF

Consider the following steps to set up a practical activity with your students:

1. Have your learners divided into groups.
2. Take two boxes and label them as “Audience” and “Topics”.
3. On paper cards, write down different types for each category. Examples for the audience could be teenagers, elderly, parents, right/left-wing voters, etc. Interesting topics could include the environment, politics, economics, sport, science, etc.
4. Have each group randomly draw one card from each box.
5. Ask each group to prepare a presentation explaining what they think would be the best way to communicate that specific topic to that specific type of audience. Each group will need to select up to two types of media (television, radio, digital, etc) and motivate their choice, also demonstrating what their piece of news would look like (including tone, language, and point of view to be adopted).
6. Presentations can include any type of content (text, pictures, audio, video).
7. After each presentation, leave the floor open for questions and observations from the other groups. Do they agree with the strategy adopted? Would they change anything?
8. Steer the discussion towards the different characteristics of each medium and why it might or might not be suitable for the given target audience.
9. Food for thought: how is communication affected by each medium and target audience? Would the same message be different if you changed any of the two factors?