# Media Purpose and Context Organizer

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You work for Eco-Focused Response (EFR) and have been asked to evaluate how other organizations are using different types of media to communicate information.

In Project 1, you will discuss the purpose and context of different media messages.

First, read the two linked resources listed in the Project 1 Directions (*Media, Society, Culture, and You*: Chapter 3 and Five Key Questions of Media Literacy).

Next, review the Media Message Examples (located in the Project 1 Directions). Explore the media messages and information surrounding them to collect relevant information.

Then, complete the following organizer (in a minimum of 300 words) by addressing the questions with regard to each type of media.

| **Question** | **Radio** | **Television** | **Newspaper** | **Blog** | **Twitter** |
| --- | --- | --- | --- | --- | --- |
| What is the purpose of the message? For example, was the message meant to inform, educate, or entertain a specific audience? | The message in the segment "GTBT: [Urban Air"](https://www.sciencefriday.com/segments/gtbt-urban-air/) aims to enlighten and educate the public on the presence and effects of greenhouse gases and other air pollutants in urban environments. The segment's goal is to increase awareness about the issue, emphasizing the need for greater understanding and action to reduce air pollution and its impacts. | The purpose of the message is to inform and educate the audience about the impact of wildfires in western states on efforts to curb air pollution. The article discusses how the wildfires are contributing to poor air quality and hindering the progress made in reducing air pollution in the region. It aims to raise awareness about the [environmental and health implications of wildfires and their connection to air pollution.](https://www.pbs.org/newshour/show/wildfires-in-western-states-are-disrupting-efforts-to-curb-air-pollution) | The message's primary objective is to inform and educate. Its goal is to enlighten the audience about the results of a significant study conducted in China on the probable link between air pollution and harmful impacts on people's language and numeracy skills.  Furthermore, the message aims to educate readers on the broader implications of air pollution on public health and cognition, highlighting the urgency of resolving the problem. | The purpose of the message is to inform and educate a specific audience about an interview with [Mayor Jackie Biskupski of Salt Lake City](https://www.momscleanairforce.org/interview-mayor-biskupski-salt-lake-city/). The interview discusses environmental issues, particularly air quality, and the actions being taken by the city to address these concerns. It aims to raise awareness about the importance of environmental protection and the role of local government in addressing environmental challenges. | The purpose of the [tweet](https://twitter.com/CleanAirGA/status/755485009432150017) is to simply inform and educate. It aims to raise awareness about particle pollution, which is a component of smog, and inform the audience about it’s sources, such as plants, factories, and motor vehicles. The use of #didyouknow suggest that the tweet is intended to share interesting or lesser-known facts about air pollution. |
| Describe the owner of the message. For example, has it been published by a news organization, advertiser, individual, a corporation, nonprofit, or governmental entity? Is it sponsored or funded by one of the groups above? | This weekly Friday broadcast radio station is distributed by [WNYC](https://www.google.com/search?q=who+owns+scifri+radio+channel&sca_esv=ea470e4985ed4d8d&sxsrf=ACQVn0-3lQqQAOy34XewKX-08af5OxXRAA%3A1707194407732&ei=J7jBZdydLJCikdUPhtW_uAM&oq=who+owns+scifri+ra&gs_lp=Egxnd3Mtd2l6LXNlcnAiEndobyBvd25zIHNjaWZyaSByYSoCCAEyBRAhGKABMgUQIRigATIFECEYoAEyBRAhGKABMgUQIRigAUiTalDTGFiMVnACeAGQAQCYAYcCoAHQGaoBBDItMTW4AQHIAQD4AQHCAgoQABhHGNYEGLADwgIGEAAYBxgewgILEAAYgAQYigUYhgPCAgcQABiABBgNwgIMEAAYgAQYDRhGGPsBwgIgEAAYgAQYDRhGGPsBGJcFGIwFGN0EGEYY9AMY9QPYAQHiAwQYACBBiAYBkAYIugYGCAEQARgT&sclient=gws-wiz-serp) Studios and hosted by science journalist, Iran Flatow. organization's goal is to deliver interesting and educational content to the public, developing curiosity and a better knowledge of scientific concerns.  Science Friday is primarily funded through grants and donations, with additional support from various organizations and sponsors. The specific segment “[GTBT: Urban Air](https://www.sciencefriday.com/segments/gtbt-urban-air/)” may not have been directly sponsored, but the overall mission and purpose of the organization are supported by various funding sources. | The message has been published by PBS NewsHour, a reputable news organization known for its in-depth reporting and analysis of current events. The host in PBS news is **Hari Screenivan** and his guest John, a senior science writer [PBS NewsHour](https://www.pbs.org/newshour/show/wildfires-in-western-states-are-disrupting-efforts-to-curb-air-pollution) is a non-profit media organization that is not driven by commercial interests. It is not sponsored or funded by any specific corporation or advertiser, which enhances its credibility as an independent source of news and information. | The message is a news article published by [The New York Times News](https://go-gale-com.ezproxy.snhu.edu/ps/i.do?p=GIC&u=nhc_main&id=GALE|A552218890&v=2.1&it=r&sid=GIC&asid=9c4ec64c) Company, a reputable news outlet. The source of the information is based on scientific research undertaken by researchers in China and the United States, including citations to papers and specialists in public health and environmental sciences. **[The author of this article is](https://go-gale-com.ezproxy.snhu.edu/ps/i.do?p=GIC&u=nhc_main&id=GALE|A552218890&v=2.1&it=r&sid=GIC&asid=9c4ec64c" \l ":~:text=Citation metadata-,Author%3A Mike Ives,-Date%3A Aug) Mike Ives** and the article was written by Mike Ives and published by [The New York Times Company.](https://go-gale-com.ezproxy.snhu.edu/ps/i.do?p=GIC&u=nhc_main&id=GALE|A552218890&v=2.1&it=r&sid=GIC&asid=9c4ec64c) | The message has been published by [Moms Clean Air Force](https://www.momscleanairforce.org/), a nonprofit organization dedicated to advocating for clean air and environmental protection. The organization is not sponsored or funded by any specific corporation or governmental entity. It is an independent advocacy group that focuses on raising awareness about air quality issues and advocating for policies that protect public health and the environment. | The fact that the message is from an official organization's account may influence its authority and reliability. In this scenario, Clean Air Georgia's message may be seen as more believable because it comes from an official source. However, it is crucial to highlight that social media platforms can be utilized by a variety of entities to distribute information, thus careful content evaluation is still required. |
| Describe the source of information for each message. For example, who authored the message? Was it a representative from a news organization, a public citizen, or an advertiser? | The information is delivered by the host and the Science guest [Jonathan D. Newman](https://www.sciencefriday.com/segments/gtbt-urban-air/). The Science Friday is known for its coverage of scientific topics. The delivery method of this message is through an online article on their website. This impacts the message being delivered as it adds to the authority and trustworthiness of the information provided. Science Friday is a well-respected source for science-related news and information, and their delivery method through their website adds to the credibility of the message. | The message was authored by a representative from the news organization, [PBS NewsHour](https://www.pbs.org/newshour/). The delivery method is through an online news platform, which impacts the message being delivered by providing a credible and authoritative source of information. The delivery method of a reputable news organization enhances the authority and trustworthiness of the message, as it is expected to adhere to journalistic standards and fact-checking processes. | The message is based on the findings of a study published in the Proceedings of the National Academy of Sciences that investigated the impact of long-term exposure to air pollution on cognitive processes. It also cites different papers and studies undertaken by organizations such as the World Health Organization (WHO) and Alzheimer's Disease International. The material is based on reliable scientific research and professional opinions in the field of environmental health. | The message is authored by Marcia G. Yerman, and it is about [Jackie Biskupski,](https://www.momscleanairforce.org/interview-mayor-biskupski-salt-lake-city/) mayor of Salt lake City. The delivery method of this message is through an online article on the Moms Clean Air Force website. | The source of the information for the [Twitter message](https://twitter.com/CleanAirGA/status/755485009432150017) provided is the official Twitter account of Clean Air Georgia. The message was authored by Clean Air Georgia, which is a public advocacy group focused on promoting clean air and environmental awareness in Georgia. The delivery method, in this case, is through a social media platform, Twitter. |
| How does the delivery method (form of media) impact the message being delivered?  For example, consider how the delivery method might affect the authority or trustworthiness of the message. | The article provides insights into [urban air](https://www.sciencefriday.com/segments/gtbt-urban-air/) quality and discusses various aspects related to this topic. The information is presented in a journalistic format, with data, expert opinions, and analysis provided by [Science Friday’s staff.](https://www.sciencefriday.com/segments/gtbt-urban-air/) The delivery method through an online article allows for in-depth coverage and the inclusion . | The delivery method, in this case, being an online news platform, significantly impacts the authority and trustworthiness of the message. PBS NewsHour is a well-respected and established news organization known for its commitment to factual reporting and journalistic integrity. As such, the delivery method through this reputable news platform enhances the credibility and reliability of the information presented in the article. The audience is more likely to trust the content due to the established reputation of PBS NewsHour as a reliable source of news. | This crafted news piece enhances its authority and credibility. By being presented in a format generally associated with professional journalism, the message earns credibility in the eyes of the audience. Furthermore, including references to scientific studies and expert viewpoints strengthens the legitimacy of the material offered. However, the effectiveness of the message may differ based on the audience's prior knowledge and views about air pollution and its consequences on health and cognition. | As the message is delivered through an online article on a reputable organization’s website, it enhances the authority and trustworthiness of the message. The Moms Clean Air Force website is known for providing accurate and reliable information related to environmental issues, making it a credible source for the interview with Mayor Biskupski. Additionally, the fact that the message is authored by Dominique Browning, a co-founder and Senior Director of Moms Clean Air Force, further adds to its authority and trustworthiness. | The delivery method, being a social media platform like Twitter, can impact the message being delivered in several ways. Firstly, the authority and trustworthiness of the message may be influenced by the fact that it is coming from an official organization’s account. In this case, Clean Air Georgia’s message may be perceived as more credible due to its official source. However, it’s important to note that social media platforms can also be used by various entities to disseminate information, so critical evaluation of the content is still necessary. |

**REFERENCE**

[**https://go-gale-com.ezproxy.snhu.edu/ps/i.do?p=GIC&u=nhc\_main&id=GALE**](https://go-gale-com.ezproxy.snhu.edu/ps/i.do?p=GIC&u=nhc_main&id=GALE)**|A552218890&v=2.1&it=r&sid=GIC&asid=9c4ec64c**

**https://www.momscleanairforce.org/interview-mayor-biskupski-salt-lake-city/**

**https://www.sciencefriday.com/segments/gtbt-urban-air/**

**https://twitter.com/CleanAirGA/status/755485009432150017**

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