



MEDIA

4. Media skills

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What are media skills?

- Media wants to direct our attention
- For the sake of your wellbeing it is important to understand the means that are used to direct your attention

Don't be easy to lead!

Advert aims to influence

MEANS	Desired influence on consumer
Famous person	Suggests that consumer can become as famous, healthy, handsome and good looking by using the product
Branding, repeated message, campaigning in different medias	Aims to create lasting impression in the mind of customer Tries to arouse needs
Young people in the advert	Impression that product gets you friends and acceptance
Slogans and logos	Impression and a promise of a change or improvement that consuming the product will make in your life <u>Logo tells about trustworthiness</u>
Experts, studies, statistics and other authorities	Implies that the product is to be trusted
Attention craving price tags, big packages or batch	Impression of inexpensiveness

How to assess trustworthiness of information

1. Author

- Who is the author or professional responsible for the information?

2. Bias

- What does the message want you to do?
- Who is the message intended to?
- Are the personal opinions kept separated from facts

3. Validity

- Is the information correct and error-free?
- Are the sources of the information mentioned?
- Can you find the same information from other sources?

4. Up-to-date

- When was the information published?
- Are the links of the website functional

Homework

- Find an advertisement that tries to have an influence on you and bring with you to the next class
- Think of a source that provides reliable and trustworthy information about health, what is it? Write it down and bring with you to the class