

Purposes of media product

Each media product has a purpose. The exam board lists five key **purposes**:

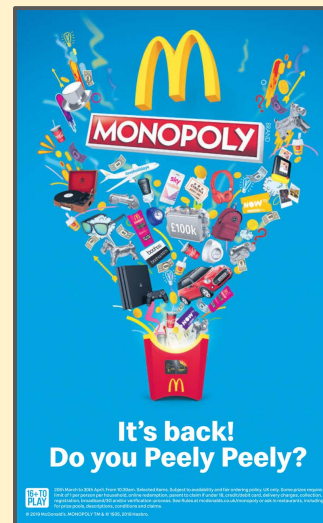
- to advertise or promote
- to educate
- to entertain
- to inform
- to influence

Purposes of media product

Advertise or promote:

This includes print adverts in newspapers or magazines, billboards, posters, TV or video adverts, radio adverts, online banners, and advertising on social media sites

Promotional products might include film posters or local events and organisations

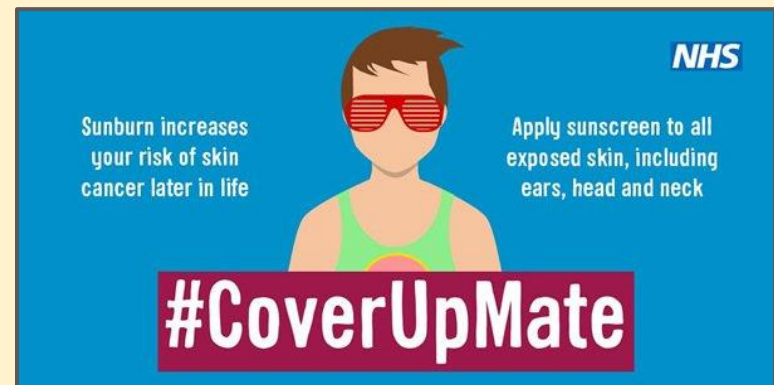
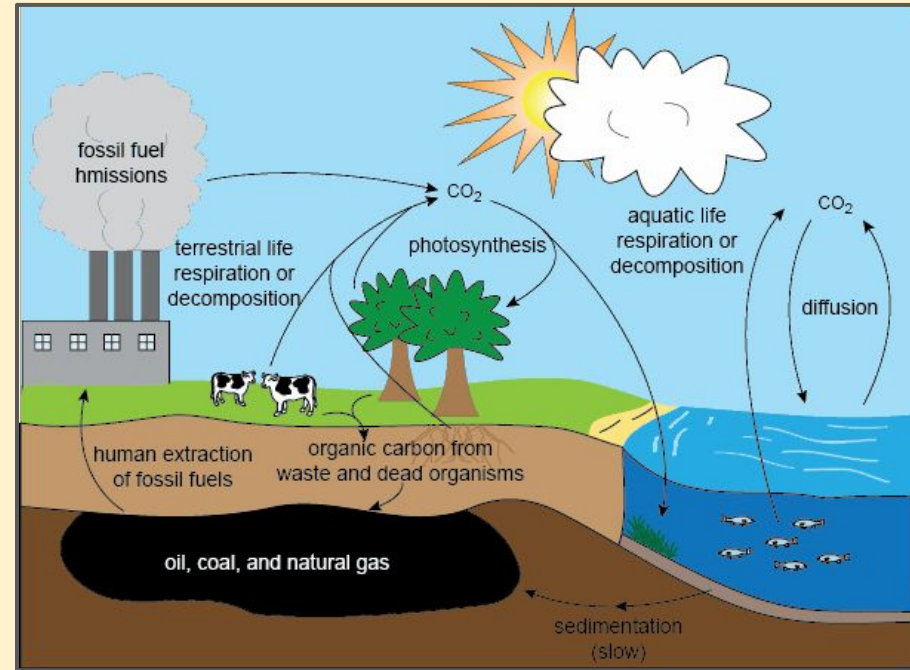


Purposes of media product

Educate:

This includes posters and textbooks used in schools which combine text and images

It can also include educational videos and audio products and interactive displays in museums, as well as apps such as those used to learn languages



Purposes of media product

Entertain:

Videos, films, audio products such as podcasts or radio programmes all entertain, as do computer games and apps

Products such as graphic novels or cartoons are also good examples of the entertain purpose

Magazines and books also often entertain



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Inform:

Products that inform tell you something useful

This could include a map, an information poster, health and safety posters, or a recipe card

There is some crossover with educational products



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Influence:

These products look to change behaviour – to influence what people do

This is similar to advertising, educating or informing and products do cross over

