

Unit 2.1 – Purpose and style of media products – core learning

Part 1 – purpose of media products

1. There are 5 purposes of media products.

List them and give an example of each one

a

.....

b

.....

c

.....

d

.....

e

Part 2 – adapting style, content, and layout

There are key things that influence the style, content, and layout of designs

2. What does “**conventions of a genre**” mean? (slide 2)

.....

.....

3. Write down the two types of language that are mentioned on slide 2 (last bullet)

.....

4. Write down the other two key ideas from slide 2

.....

.....

5. Use the **back**: summarise some examples of the use of style, content, and layout