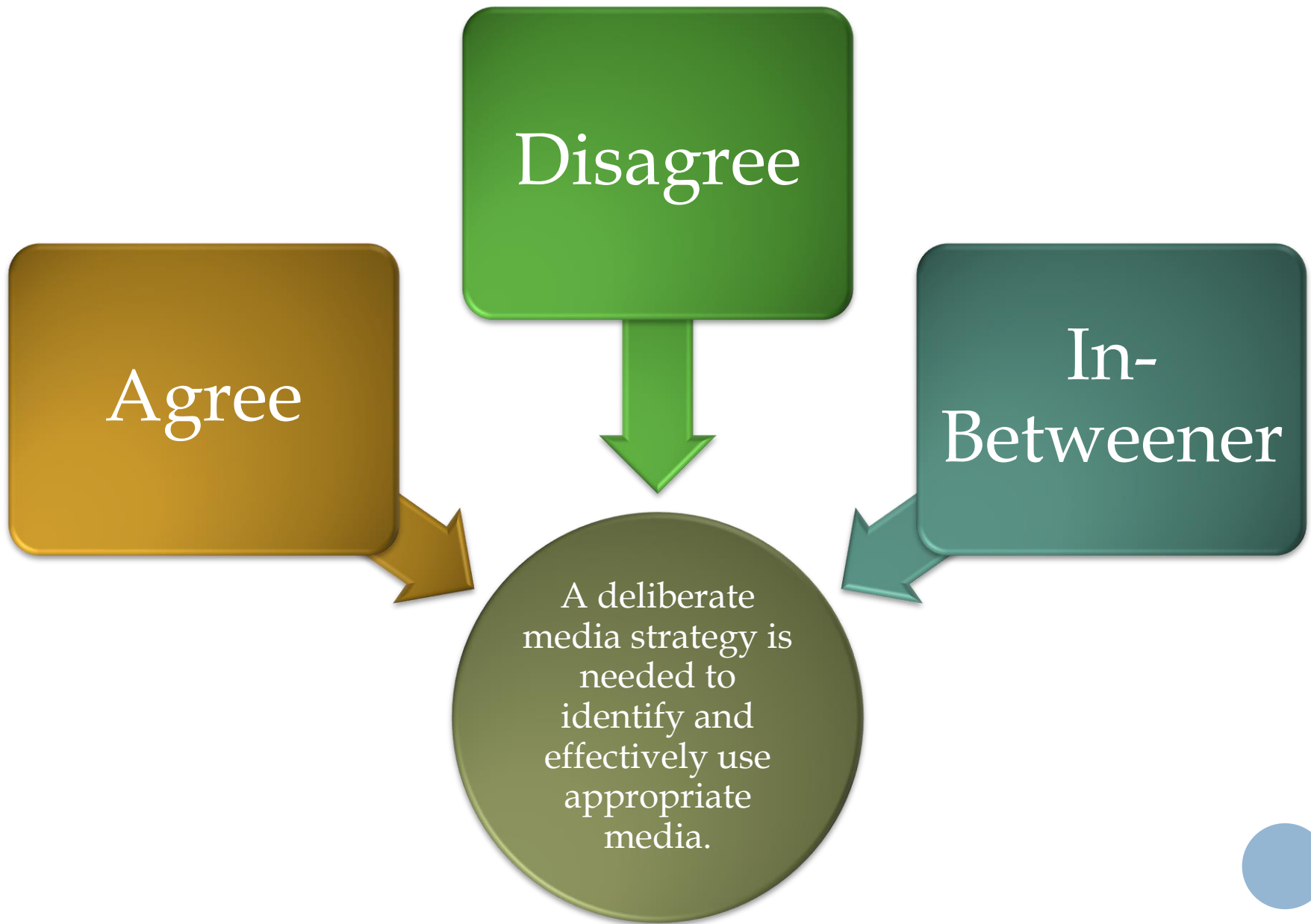


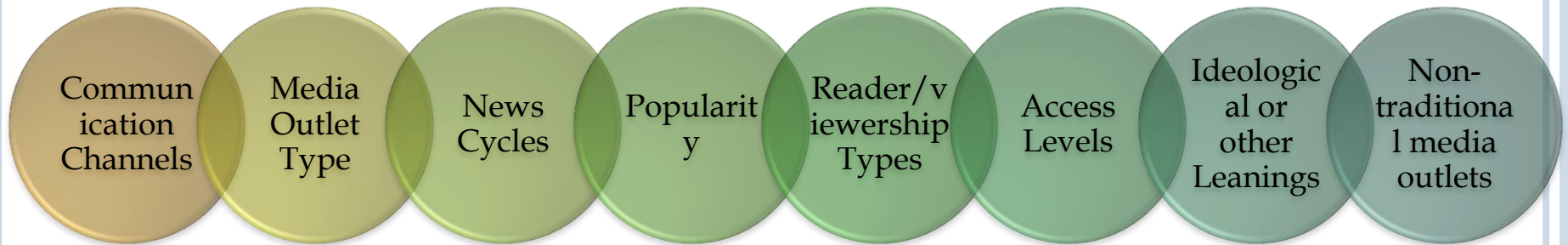


# MEDIA STRATEGY

Lecture 5



# MEDIA ENVIRONMENT MAPPING



# TARGET MEDIA



# Advantages and Disadvantages of Different Media

## PRINT MEDIA

### DISPLAY

*Posters, calendars and wall charts*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• popular</li> <li>• visual</li> <li>• longevity</li> <li>• public relations potential</li> </ul>	<ul style="list-style-type: none"> <li>• contains limited space for information</li> <li>• language and literacy (audience must be able to read and understand the language)</li> </ul>

## PRINT MEDIA

### FOR READING

*Newsletters, pamphlets, brochures, booklets and comic books*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• control of message</li> <li>• can communicate a more detailed/ complicated story</li> </ul>	<ul style="list-style-type: none"> <li>• language and literacy</li> <li>• require a lot of effort to produce</li> <li>• become outdated quickly</li> <li>• might be viewed as propaganda</li> </ul>

## PRINT MEDIA

### FOR USE WITH GROUPS

*Flip charts and flash cards*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• educational</li> <li>• potential to communicate across languages and classes</li> </ul>	<ul style="list-style-type: none"> <li>• limited reach</li> <li>• labour-intensive to use</li> </ul>

## MASS MEDIA

### NEWSPAPERS AND MAGAZINES

*Feature or news stories, ads or columns*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• reach large audience</li> <li>• powerful</li> <li>• permanent</li> <li>• can explain issues in depth</li> </ul>	<ul style="list-style-type: none"> <li>• language and literacy</li> <li>• may reach only a limited number of people who have access (urban audience)</li> <li>• price (may be expensive to produce)</li> </ul>

## MASS MEDIA

### RADIO

*Spots, announcement and shows*

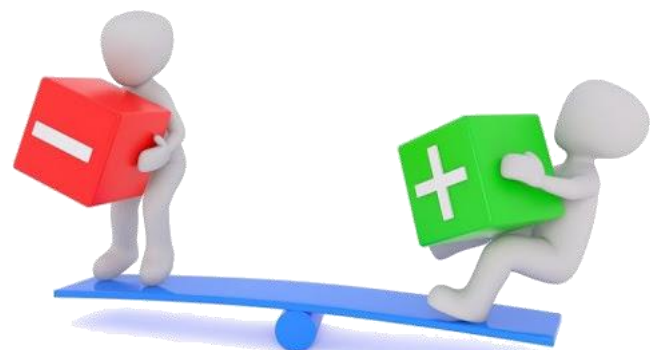
Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• reach large audience</li> <li>• accessible (especially at grassroots level)</li> <li>• can be participatory and elicit immediate response (i.e., call in programmes)</li> </ul>	<ul style="list-style-type: none"> <li>• require production skills</li> <li>• message may be transient</li> <li>• may not be sure of audience number</li> <li>• can send mixed messages; i.e., station may promote different message</li> <li>• price</li> </ul>

## MASS MEDIA

### TELEVISION

*Spots, announcements, shows or soap operas*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• potential to reach large audiences</li> <li>• dramatic and emotive</li> <li>• can be participatory and elicit immediate response (i.e., call in programmes)</li> </ul>	<ul style="list-style-type: none"> <li>• require production skills</li> <li>• message may be transient</li> <li>• may not be sure of audience number</li> <li>• may reach only a limited number of people who have access (urban audience)</li> <li>• can send mixed messages; i.e., station may promote different message</li> </ul>



## Advantages and Disadvantages of Different Media

### FOLK MEDIA

#### DRAMA AND POETRY

*Theatre, puppet shows, role plays and story telling*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>emotive (feels good)</li> <li>engaging/powerful</li> <li>potentially interactive</li> </ul>	<ul style="list-style-type: none"> <li>need skills</li> <li>time bound</li> <li>limited audience</li> <li>effort intensive</li> </ul>

### FOLK MEDIA

#### SONG AND DANCE

*Stories, testimonials, eyewitness accounts*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>entertaining</li> <li>emotive</li> <li>participatory</li> <li>transmission across languages</li> <li>potential to reach across classes</li> <li>repetition in lyrics/movements can concretize messages</li> </ul>	<ul style="list-style-type: none"> <li>need skills</li> <li>messages tend to be more abstract (messages may get lost without follow-up actions)</li> </ul>

### FOLK MEDIA

#### ORAL TESTIMONIES

*Theatre, puppet shows, role plays and story telling*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>engaging/powerful</li> <li>bring a human face to the issue</li> <li>can be used in many arenas including mock tribunals, video and radio documentaries, theatrical productions</li> </ul>	<ul style="list-style-type: none"> <li>danger of putting the woman telling the story at risk</li> </ul>

### FOLK MEDIA:

#### PRINTED MESSAGES

*T-shirts, caps, etc.*

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>allows an individual to show support of the cause</li> <li>long lasting</li> </ul>	<ul style="list-style-type: none"> <li>limited reach</li> <li>limited space</li> </ul>

### VISUAL ELECTRONIC MEDIA

#### INTERNET

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>global</li> <li>efficient</li> <li>interactive</li> <li>outreach</li> <li>cost effective</li> </ul>	<ul style="list-style-type: none"> <li>expensive</li> <li>language</li> <li>no rules or bottom lines</li> </ul>

### VISUAL ELECTRONIC MEDIA

#### VIDEO, FILM AND SLIDE SHOWS

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>participatory</li> <li>entertaining</li> <li>convey reality</li> </ul>	<ul style="list-style-type: none"> <li>need skills</li> <li>need equipment</li> <li>expensive</li> </ul>



