

Media comparisons

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APPROX
3
MINS
TO ASSEMBLE
BY OUR
DEDICATED
CREW

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HOURS
WITH HELP
FROM:
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FOOD STYLIST
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TAC advertisements



If you drink and drug
drive the effects get
STRONGER

From August 1 you'll be hit with a fine of \$4,550. And if you've been caught before, it might even go up to \$40,959. You could also lose your car for at least 30 days, which doesn't matter because you'll have no licence for at least 12 months. Then there's the possible shame of having an Alcohol Interlock in every car you drive, at \$1,400 a pop.

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ONE

big mac[®] extra value meal[™]



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News headlines: Paris terrorist attacks

The screenshot shows the France 24 website interface. At the top, there are navigation options for 'France Médias Monde sites', 'Watch us on TV', and 'Hotels'. The main header includes 'WATCH LIVE' and a clock showing '01:40 (Paris time) EYE ON AFRICA'. Below this, the 'FRANCE' section is highlighted, with a sub-header 'France in English: the latest news, features and video.' A large video player shows a night street scene in Paris with the text 'PARIS SHOOTINGS' and 'String of deadly shootings terrorises Paris'. To the right, there is a 'LATEST SHOWS' section featuring a video titled 'WOMEN AT WAR' with the subtitle 'THE BRITISH SISTERS WHO NURSED THE FRENCH ARMY 1915-1919'. A sidebar on the left lists various news categories like 'TOP STORIES', 'SHOWS', 'FRANCE', 'AFRICA', 'MIDDLE EAST', 'EUROPE', 'AMERICAS', 'ASIA / PACIFIC', 'SPORTS', 'BUSINESS / TECH', and 'CULTURE'.

The screenshot shows the CNN website's breaking news section. A red banner at the top reads 'BREAKING NEWS' and 'At least 118 people have been killed in several attacks in Paris, Deputy Mayor Patrick Klugman says. Watch CNNgo.' Below this, the CNN logo and navigation menu are visible, with 'Money' selected. A large black banner with white text reads 'MORE THAN 100 KILLED'. Below the banner, there is a section for 'FRIDAY, 13 NOVEMBER' with several video thumbnails. The main thumbnail shows a scene with emergency responders and is titled 'Paris attacks 'kill more than 100''. Other thumbnails include 'Paris attacks: Latest updates', 'In pictures: Paris shootings', 'Extremely violent: Eyewitness accounts of Paris attacks', and 'Tsunami alert after Japan quake'.

TIME Magazine



Magazine covers



Twitter: Aus Day



Kon Karapanagiotidis @Kon__K · Jan 25

When my father died I wanted the earth to swallow me whole. I needed love, understanding & compassion to hear & honour my sorrow. Why can't we give that to Aboriginal people. Why is this hard for everyone to understand, that we don't celebrate people's grief & loss. [#AustraliaDay](#)

34 260 960



Mark McGowan @MarkMcGowanMP · Jan 25

The moment 600 people from 40 countries became Australian citizens in Wanneroo.

Congratulations, and welcome to your new home. 🇦🇺
[#AustraliaDay](#)



6 26 128



NSW Police @nswpolice · Jan 25

Happy Australia Day NSW! Celebrate safely and make it a fun day. [#AusDaySyd](#)
[#AustraliaDay](#)



11 52 250



You mean a woman can open it?

Easily—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the catsup is ready to pour.

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket . . . save fumbling, fuming and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

Alcoa  **Aluminum**

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PASTA SAUCE

SERIOUSLY GOOD
seriouslygood.co.nz

Advertisements: Then v. Now

For one of the comparisons, complete the following...

- 1:** What type of media is featured?
- 2:** What is the purpose of these pieces? (Consider: are they designed to inform, persuade and/or entertain?)
- 3:** Compare how the person/event/product/message is presented in the 2 (or 3) pieces featured (describe them!).
- 4:** List some possible reasons for the differences
- 5:** Write a detailed analysis of the pieces selected (approx. 200 words), focusing on similarities and differences in how they present their content.

Scaffold: Task 5

The featured media texts focus on... The first piece, from..., features... and attempts to... On the other hand, the second piece, from..., presents... in a different light by... Despite these differences, there are some similarities in the pieces. Indeed, both pieces...

There are many possible reasons for different representations of events, products and people in the media. A possible reason for the differences in these pieces is...

Personally, I find the... piece to be the most effective because...