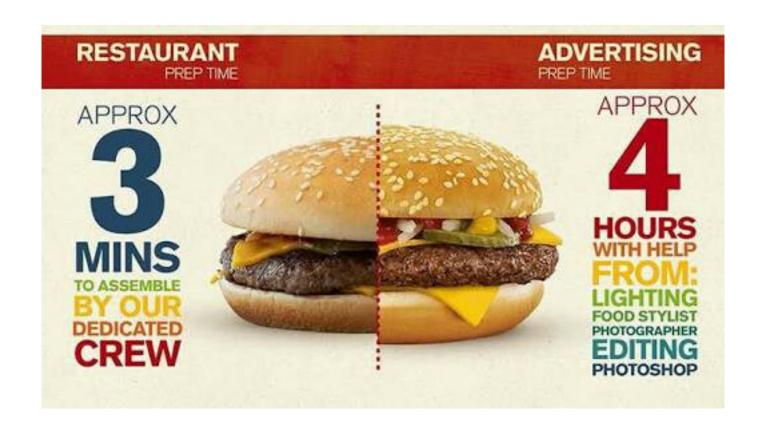
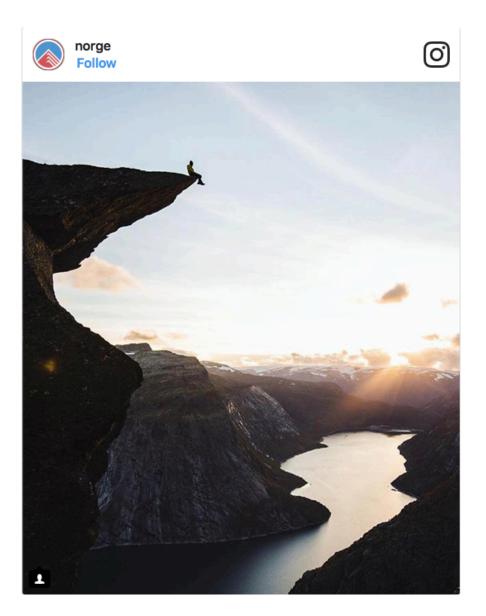
# Media comparisons

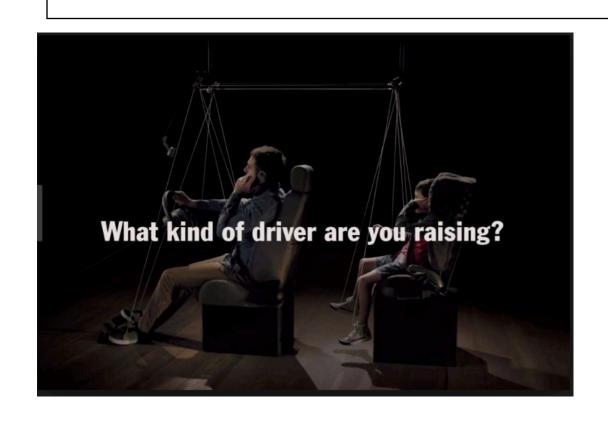




## Instagram



#### TAC advertisements





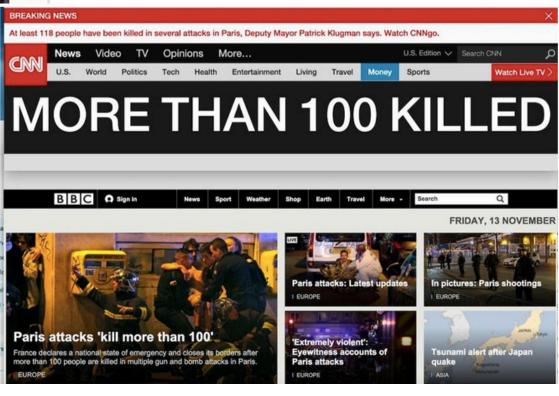
# Advertisements: McDonalds







News headlines: Paris terrorist attacks



### TIME Magazine







# COVErs Magazi



# Twitter: Aus Day



#### Kon Karapanagiotidis <a> © © Kon\_K ⋅ Jan 25</a>

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



Congratulations, and welcome to your new home. ##AustraliaDay







⊋ 11







#### You mean a woman can open it?

or even a husband! All it takes is a dainty grasp, and sides, the HyTop gives purity a double guard. an easy, two-finger twist-and the catsup is ready to pour.

Alcoa process tailors it to each bottle's threads the world—the Alcoa HyTop Closure.

Easily-without a knife blade, a bottle opener, after it is on the bottle. By vacuum sealing both top

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's We call this safe-sealing bottle cap the Alcoa white, it's grooved-and it's on the most famous HyTop. It is made of pure, food-loving Alcoa and flavorful brands. Put the bottle that wears it in Aluminum. It spins off-and back on again- your basket . . . save fumbling, fuming and fingers without muscle power because an exclusive at opening time with the most cooperative cap in





# 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...