

## Different Media Forms Answer Guide

<b>Media</b>	<b>Category</b>	<b>Characteristics</b>
<b>Billboards</b>	Print and internet	<ul style="list-style-type: none"><li>• very large</li><li>• colourful</li><li>• placed in high traffic areas where people can see them</li><li>• pictures of people or products</li><li>• text to encourage you to buy something</li><li>• print billboards stay in place for a longer period of time</li><li>• digital billboards can switch between images and ads within seconds</li></ul>
<b>Podcasts</b>	Broadcast and internet	<ul style="list-style-type: none"><li>• only audio and sounds (a small number include references to images)</li><li>• accessed through a phone or computer</li><li>• listened to with headphones or a speaker</li><li>• usually informational (not trying to sell something)</li><li>• most will have a general theme and each episode will be about something related to the theme</li><li>• they can be as short or as long as the hosts want them to be</li></ul>

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Social media	internet	<ul style="list-style-type: none"> <li>• allows people to communicate and share videos or pictures</li> <li>• accessed through a phone or computer</li> <li>• short texts, videos, or a series of a few photos</li> <li>• sometimes music is added</li> <li>• can be used for advertising</li> <li>• posts can be private or shared publicly</li> <li>• user can scroll through images and posts at their own speed</li> </ul>
Magazines	Print and internet	<ul style="list-style-type: none"> <li>• will have a theme or topic</li> <li>• will have a target audience (a group of people who are interested in the topic of the magazine)</li> <li>• print magazines are printed on paper and have lots of colour</li> <li>• internet magazines are created to be read on tablets and computers with a feature that feels like you're turning pages when you click on it</li> <li>• have articles that are both short and long</li> <li>• can have colourful advertisements throughout the pages</li> </ul>

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Online video game	Internet	<ul style="list-style-type: none"><li>• can be played on a computer, a tablet, or a phone</li><li>• allows the user to interact with and control the action</li><li>• colourful</li><li>• audio (sounds and speech)</li><li>• text to explain how to play</li><li>• reward system for winning and for continuing the game</li><li>• most have different levels of play which get more and more difficult</li><li>• some online games can be educational and some are just for fun</li><li>• some online games have advertisements</li><li>• some online games are free and some you have to pay for</li></ul>