



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



Tshwane South
TVET College

"achieve the future"

SUBJECT: COMMUNICATION

LEVEL: N5

**MODULE/CHAPTER NO: MASS COMMUNICATION AND
ADVERTISING**

After completing this topic, you will be able to:

- Identify main Mass media
- know Advantages and Disadvantages of various mass media
- List and define the functions of Mass media
- Know the two main aspects to determine the choice of language
- Objective vs Subjective
- Differentiate between propaganda and manipulative reporting
- Advertising in mass media communication
- Know the requirements for effective advertising
- Understand the AIDA principle

THE MAIN MASS MEDIA

- Printed media- Newspaper
- Audio visual media- Television
- Electronic - computer aided information system- email, twitter
- Public library- National library
- Audio media- Radio
- Outdoor media- Posters, billboards

Printed Media

advantages

- Newspapers are cheap
- Magazine are printed on quality paper so have a long shelf life
- Written record are more permanent than spoken
- Newspaper give up to date news

disadvantages

- Only literate people can use print media
- Takes longer to read the news than watch it
- Newspaper does not have long shelf life
- Magazines can also not offer up to date
- magazines are expensive

Audio visual media

Advantages

- Easy to understand because we can hear and see
- Reaches large audience

disadvantages

- Not accessible to everyone
- Promotes illiteracy
- Can not provide in depth news background

Electronic

advantages

- Message can be transmitted locally and internationally eg you can send an email to USA being in SA
- Lot of information can be stored

disadvantages

- Equipment expensive
- Inconvenient when there is breakdown, eg network

Public Library

advantages

- Free and accessible
- Have variety of print media

disadvantages

- Stock not up to date due to municipalities cutting budgets

Audio Media

advantages

- Radio not expensive and listening is free
- Portable
- Listeners don't have to be literate- different stations with different languages

disadvantages

- Depend on imagination eg an accident scene
- Not permanent
- We can not see the presenter

Outdoor media

advantages

- Cheaper way of advertising
- Reaches thousand of people a day. Eg billboard on the highway

disadvantages

- Messages must be striking and short, if its long you can not read all the message while in a moving car
- Huge billboards have a negative impact on the environment

- Mass media communication Occurs when a sender sends a message through appropriate media to a large number of unknown audience whose feedback is mostly delayed
- The process
- Sender-----messages-----medium-----receivers- indirect or delayed feedback

Elements in the process

Elements	Mass	interpersonal
Sender	No direct contact not sure message will reach target	Knows the target Sure message will reach the target
Message		
Channel		
Receiver		
feedback		

Functions of the mass media

- Inform- what is happening
- Interpret- to influence people to think in a particular way
- Educate- matters of importance
- Advertise- goods and services
- Entertain-activities eg puzzle on a magazine
- Renders a service- news, opportunities to buy or sell
- Promote culture- representing, reviewing issues of culture
- Act as a moral watch dog- exposing corruptions

Aspects of determining choice of language

- Target group- different style(formal or informal) or register(choice of words)
- Formal language- uncommon long words with no abbreviations
- Informal- short, clear, full sentences
- Casual language- common words, incomplete sentences eg wud
- Objectives/ purpose

Subjective and objective language usage

Subjective

- Gives opinion
- Get a reaction
- Emotional in tone
- I love rain

Objective

- To inform
- To convey facts
- Neutral tone
- No personal feeling
- Eg it is raining

Manipulative reporting

- Selective reporting- choose what to report and what not to
- Intended to control or influence
- Techniques used in manipulative reporting
- Selective- giving only a part of information
- Emphasis on emotional aspects- writing to steer emotions
- Photograph supporting slanted content

propaganda

- Deliberate attempt to influence peoples mind by any means available.
- Information misleading in nature
- Elements of propaganda
- Ethos- To convince audience of the authors credibility, he must be presentable
- Logos- convince audience by use of logic- content of level must be suited to the audience
- Pathos- convince audience by appealing to their emotions

Techniques used by propaganda

- Stereotyping- people are labelled according to the group they fall in. eg sober as a judge
- Selecting only certain facts- to present either a bad or good situation.
- Substitution of names- names that are applied to people that are insulting eg kafer
- Appeal to authority- using the name of an expert to support an idea
- Generalisation- taking one fact and making a broader or more universal statement eg Maths is difficult
- Pinpointing the enemy- finding someone or something to blame
- Assertion- making statements in a compelling way but many of the statements can not be proved. Eg Statement a by political leaders
- Repetition- if you hear something repeatedly you will end up believing it
- Lying(dis-information) - half truth and half lies
- Slogans- used to whip up emotions by constant repetition, finger likin good

Advertising in the mass media

- Advertising
- Purpose of advertising: inform- tell public about new products eg Rain
- Remind- remind quality and availability of certain products
- Persuade- convince customer of using a certain product over another

Requirements for effective advertising

- The AIDA principle
- Needs of the customer (hierarchy)
- The product
- The target audience
- Objectives- aim or reason
- Feedback

1. Aida formula

- A- Get the ATTENTION of the reader
- Create INTEREST in them
- Create Desire(the need to purchase)
- Make sure ACTION takes place – the actual buying takes place

Attention

- Can be guided by
- Question- do you have hair growth problem
- Command- eat magic pap to loose weight
- Statement-
- Promise-
- Interesting , presentation style ,music
- Interesting photograph

Interest

- Can be done by providing facts, statistic or interesting information, eg 90% of people say

desire

- Social responsibility eg R2 add hope

action

- Techniques for action:
- Special offer with deadline... eg red Friday ShopRite
- Trial period
- Discount
- Encouraging people to act quickly

2. Psychological needs of the customer

- Trigger desire using customers needs

3. Product / service

- Related to interest
- Know everything about the product you are advertising
- Eg major ingredients
- Why its better
- Product life cycle

Target audience

- Related to attention and desire
- Who is most likely to buy

Objectives

- Aim
- Reach defined target market
- Give information
- Get feedback

Feedback from the consumer

- Related to action
- Methods to get feedback
- Questionnaire
- Competition
- request listeners to call
- etc

Presentation style

- Factual style(hard sell)- important facts given to the consumer
- Imaginative style(soft sell) – presentation used when advertiser does not want to give out too much information
- Negative - rely on a negative presentation to shock the audience into watching
- Humorous presentation- humour attracts attention