

## **EMS30 Summative:**

### **Part A:** Create a Media Text for a specific target audience

Begin by choosing a demographic you want to target with your media text. Research the demographic: what are their interests? What is important to them? (examples of target demographics: teenagers, parents, a certain culture)

1. Create a Blog, podcast, magazine, comic book, website, informational pamphlet, etc. Be sure the text and it's content is relevant to your demographic. Use appropriate images, language, and tone.
2. Create at least 1 Advertisement or sponsor to go with your media text (example: print ads/ads on a website or commercials during a podcast, etc). Be sure the advertisement or sponsor makes sense in relation to the media text. For example, an advertisement for baby products would not likely appear in a comic book or teen podcast. A more appropriate advertisement would be something targeted to teenagers.

**Part B:** Write a 1 page reflection on the process. Include a summary of your research findings and give a rationale for the chosen medium as well as all the elements included. Also include an explanation of the advertisements used and a plan for reaching your target audience.