

Multimodal comparison task

Task

Develop a multimodal presentation that demonstrates how text structures, language features, and arrangements of visual and written information in news texts influence audience perspectives. Compare the potential social and cultural consequences of the news texts, and argue which of the texts has the most significant impact on Australian audiences.

Steps

1. Select two modes of news media for comparison and analysis. You may choose from traditional print media, online forms of news media and/or audiovisual news presentations.
2. Explain how text structures, and the arrangement of visual and written information in the news media texts create reading paths that lead audiences to accept particular perspectives.
3. Analyse and explain how text structures and language features of your selected texts may convey attitudes, values and perspectives that influence audience reactions and empower or disempower an individual, group, issue, concept or event.
4. Compare the news texts and discuss which has the most significant potential social and cultural impact by examining the social, moral or ethical messages.
5. Use your knowledge of semiotic (about symbols and signs) systems to clearly communicate your ideas via embedded audio or video.

Length: 5–10 minutes