

RECAP AND REFLECTION



CREATIVE FORMATS



Target Audiences

Persuasive Aims

Story

Creative Formats

Medium



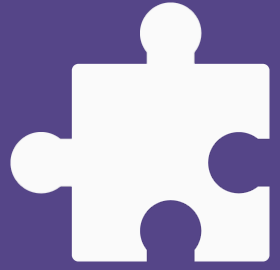
**Sender
(Aim)**

**Message
(Persuasive
Storytelling)**

**Receiver (Target
Audience)**

Channel

CONTENT CREATION



FORMAT



MEDIUM



CHANNEL





**A format is a
unique way to
tell a story.**

It describes how the tension is created.

Think of each format as a different colour.

To create your work, you can use one colour
or you can use a combination of colours.





GROUP EXERCISE

There are essentially 10 ways stories can be presented to an audience.

- In groups, see if you can identify the 10 formats. They are commonly used in television, radio, print.
- Think about your favorite shows, what kind of shows do you enjoy? Can these be put into a category?

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

wrapper formats



- Magazine
- Report
- Actuality
- Montage
- Game

10 formats & what makes them unique

DRAMA

a story told with actors

TESTIMONIAL

personal opinion

MAGAZINE

links and items

REPORT

single subject explored by a reporter

INTERVIEW

question and answer

ACTUALITY

live, unedited

DISCUSSION

arguments

DEMONSTRATION

step by step

MONTAGE

told through the editing

GAME

rules

Magazine:	Lifestyle	Medical	Sport	Historical	Investigative	Gossip
Report:	News	Business	Political	Current Affairs	Travel	Fashion
Game:	Reality game	Dating game	Quiz Game	Talent competition	Survival	Sports
Actuality:	Live Sports	Political Speeches	Breaking news	Events/Riots	Disasters	Hidden Camera
Montage:	Fly on the wall	Music Video	Sketch show	Sports Highlights	Wildlife	Title sequences
Drama:	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
Testimonial:	Religious	Advertising	Eye-witness	Endorsement	Political speech	Weather
Interview:	Expert	On the street	Personality Profile	Group	Exploratory	Informative
Discussion:	Educational	Political	Women's Views	With Children	Dinner Party	Panel
Demonstration:	Cooking	Do it Yourself	Dance/Exercise	Education	Sports	Gardening



REFLECTION

Which of these formats are your favourites? Which do you use the most?

WHAT FORMATS ARE USED?



Radio Phone-in



Big Brother (Reality TV)



Football highlights



Live shopping channel selling
kitchen equipment



Pop song video



President's address to the nation



Cinema film trailer



Chat show with celebrity guests



Press conference



Stand-up comedy



Parliamentary debate

ANSWERS



Radio Phone-in

Magazine of phone interviews



Big Brother (Reality TV)

Game (with interview, testimony, montage)



Football highlights

Magazine of football reports



Live shopping channel selling
kitchen equipment

Actuality, magazine of demonstrations



Pop song video

Montage



President's address to the nation

Testimony



Cinema film trailer

Montage



Chat show with celebrity guests

Magazine of interviews



Press conference



Testimony followed by (group) interview

Stand-up comedy



Drama, testimony

Parliamentary debate

Live, actuality discussion



FACTS EMOTION



GROUP EXERCISE

In groups, divide the formats into those that excel at generation **emotion** and those that are good at sharing **facts**.

You may also put them somewhere in the middle

TYPES OF MEDIA

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	ON THE GROUND
<ul style="list-style-type: none">AnimationShort VideosVlogsLong FormMontagesImmersive VRLive Broadcasts	<ul style="list-style-type: none">PodcastsRadioSound BitesAudio NotesSongsJinglesThemes	<ul style="list-style-type: none">ArticlesWritten ReportsEssaysTypographyIdea CloudsBlogsTweetsListsSurveys	<ul style="list-style-type: none">GraphicsPhotosPhoto EssaysChartsGraphs	<ul style="list-style-type: none">MeetingsInterviewsPress ReleasesEventsFlash MobsGraffiti TakeoversTheatre/PlaysTown HallsDemos/Strikes



ĐỂ DỊCH BỆNH KHÔNG BỪNG CHÁY LÊN
that this disease doesn't catch fire

TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Online Video

Social Media

Direct Message Apps

Blogs and Web Pages

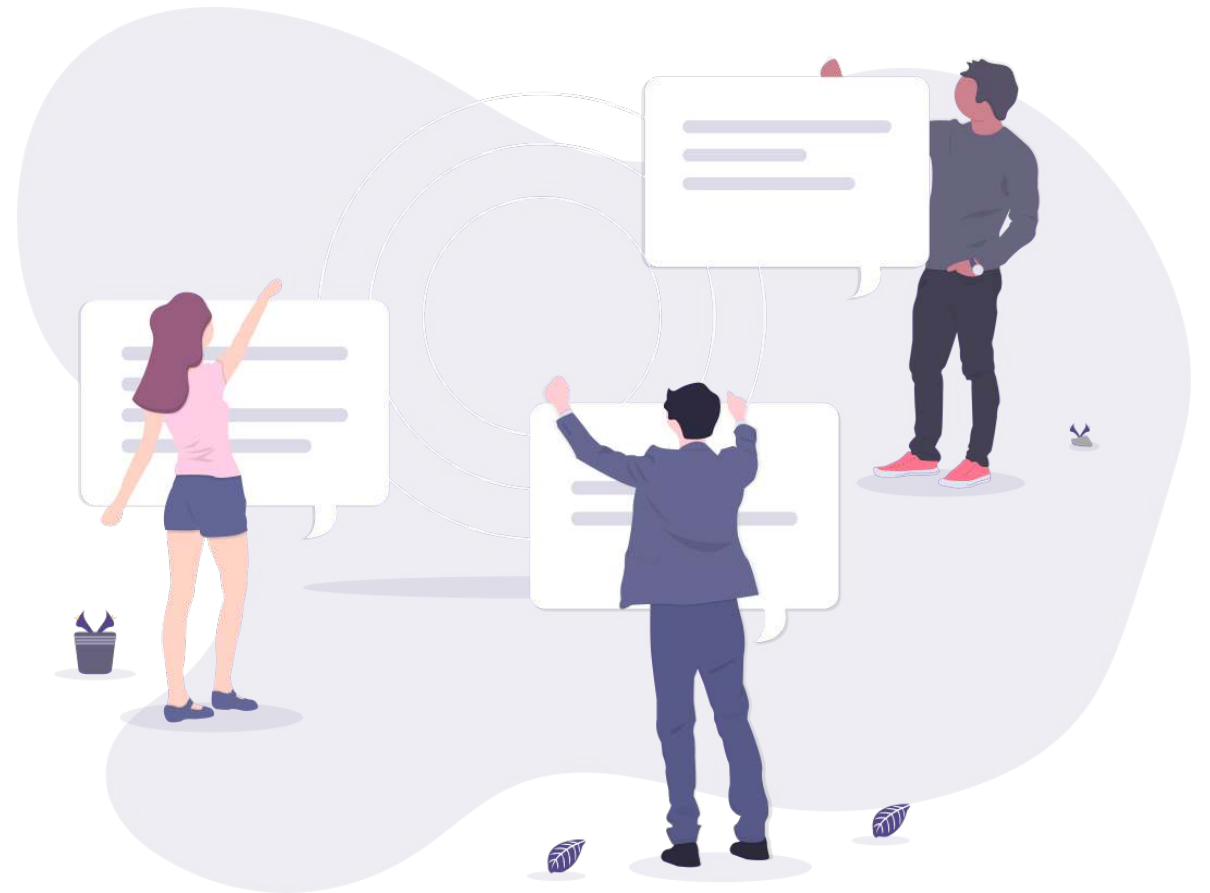
Emails

Games and AR





ASSIGNMENT

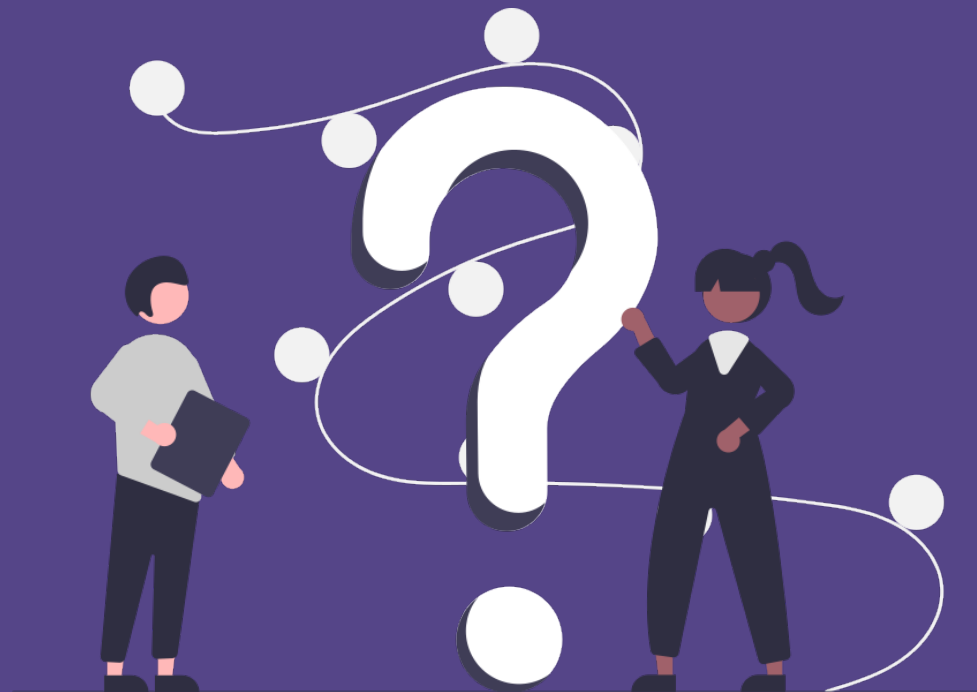




REFLECTION

**What is your key
takeaway from this
session?**

QUESTIONS





Thank you!