

MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

Day 4: Creative Formats



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

AGENDA DAY 4

1 hour lunch break
1 hour assignment

Creative Formats: Single & Wrapper

The 10 Formats: Mix & Match

Medium & Channels

RECAP AND REFLECTION





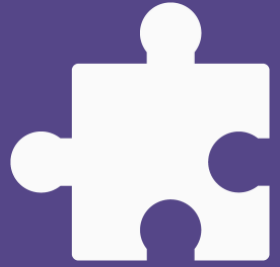
What is creativity?



Try. Fail. Try again. Fail better.



CONTENT CREATION



FORMAT



MEDIUM



CHANNEL





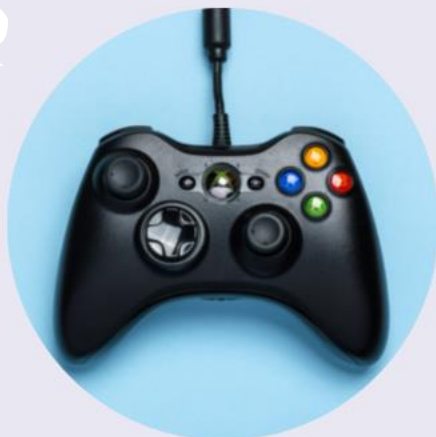
**A format is a
unique way to
tell a story.**

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.





Game



News



Drama



Interview

*The same story can be told in
different ways (formats)*





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?

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?



FORMAT EXAMPLES TO DISCUSS



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, comedian/actor telling funny stories



Parliamentary debate

Live, actuality discussion

LUNCH BREAK

1 hour







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

Medium

**Sender
(Aim)**

**Message
(Persuasive
Storytelling)**

**Receiver (Target
Audience)**

Channel

TYPES OF MEDIA

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	ON THE GROUND
Animation Short Videos Vlogs Long Form Montages Immersive VR Live Broadcasts	Podcasts Radio Sound Bites Audio Notes Songs Jingles Themes	Articles Written Reports Essays Typography Idea Clouds Blogs Tweets Lists Surveys	Graphics Photos Photo Essays Charts Graphs	Meetings Interviews Press Releases Events Flash Mobs Graffiti Takeovers Theatre/Plays Town Halls Demos/Strikes

Condom Song



TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Video
channels
YouTube

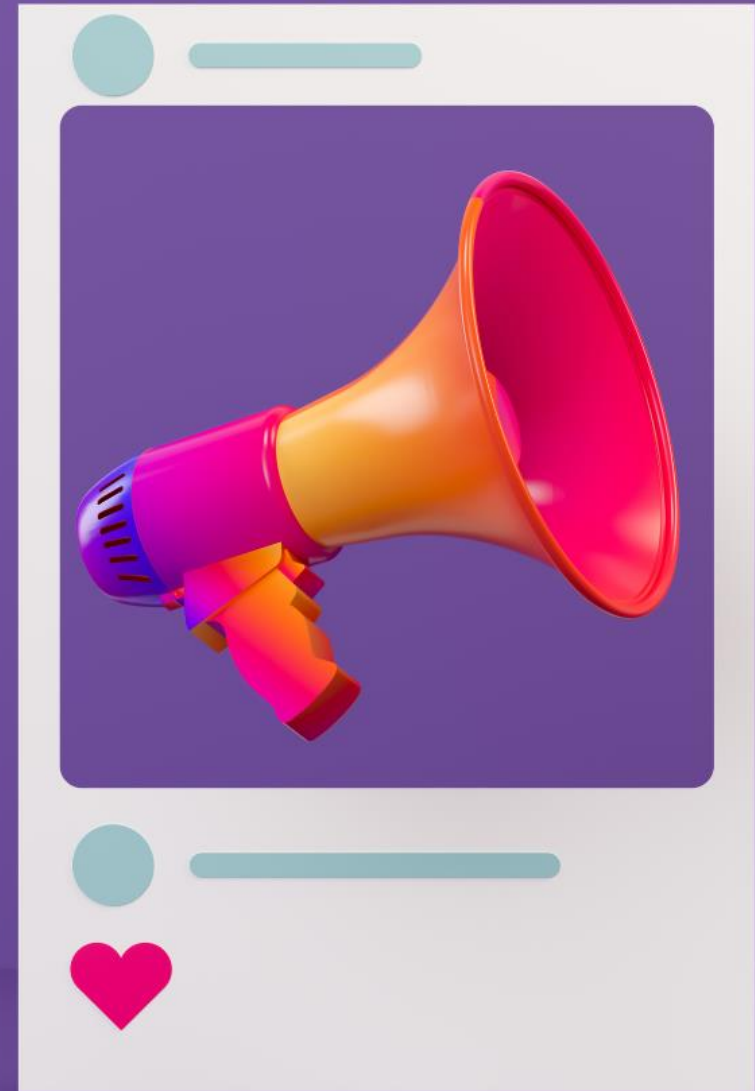
Social
Media: IG,
Meta,
TikTok

Sound
platforms
Spotify

Websites
/ blogs

Direct
messages
/ Emails

Games





The future of formats

What is the future of creative formats?

INDIVIDUAL ASSIGNMENTS

Decide on a creative format for your
final assignments (video, blog,
podcast)



Questions?



Thank you!