**Posters, Newspaper Article, Radio, Blog**

1. **Finding Ideas**

Collect ideas for your poster, article, radio feature, blog.

Write down your ideas in the space provided below, or on cards for the pin board.

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Collect and discuss all ideas in class. Sort the ideas.

1. **Analysis**

Form a group for each project (poster, article, radio feature, blog).

**a) Poster**

Collect examples of concert posters (e.g. in the internet)

* What is the theme of the concert?
* Key visual (key image): how does it relate to the theme of the concert?
* Wh-questions: What? When? Why? Who? Where?
* Where on the poster is the text?
* How many different font types can you identify on the posters?
* Are there any other interesting design elements?**b) Article**

Collect examples of short press announcements of concert events. What structure do the texts follow?

Sometimes longer texts are used to announce a concert. Collect examples of such announcements in newspapers or use the following article and examine its structure.

Things to look for:

* What is specific about the headline?
* What basic information (What? When? Why? Who? Where?) does the text provide?
* Is there anything particular about the layout (font types, paragraphs…)?
* What kind of language is used (length of sentences, technical terms…)?

**c) Radio feature**

Listen to radio announcements of concerts:

* What information does the announcement provide?
* How would you describe the language?

Listen to interviews:

* Who is being interviewed?
* What questions are asked?
* Can you identify a systematic approach?

**d) Blog**

Search for blogs and read some posts:

* How could a blog be useful for a project?
* What are the main parts of a blog post? Besides title and text body, what other elements are included in a blog post?
* What can you write in a blog post? What makes it more interesting to read?

**3. Production**

Now try to transfer the results to our project.

You may want to use additional information for this step.

Some helpful tips:

* Collect ideas for your poster, article, radio feature, blog in th e group
* Everybody in the group should first make their own suggestion
* Discuss the results in your group
* Perhaps you can agree on one solution in your group…
* Present your results in class

Good luck!

1. **Poster**

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| **What ways or channels do you want to use/ can you use to reach people? Which are most relevant?**  Printed materials (posters, flyers, stickers etc.), mailings, Facebook/Twitter etc.? |
| **What do want to achieve?**  What should people do when they see your advertisement? For example, come – buy – share etc. |
| **In the beginning was the word…**  Find a name for your project, a title, or a slogan – something that is both informative and motivating.  e.g. “The Moldau – the school orchestra goes on tour” (not more than 7-8 words) |
| **Key visual – key image**  Once you’ve found a name/slogan, the next step is its visual expression: the key image.  It attracts attention and directs the viewer to the text/information. It may be a particular picture or a specific colour or typographic design (layout). Pictures of faces or other unusual motives often draw the most attention. |
| **General rule – less is more**  Reduce visual elements and text to a minimum. 1, 2, 3 – see, understand, act, that’s how fast a poster or picture should work.  In today’s abundance of visual messages there is rarely a chance for a second glance… |
| **Have fun!**  If you put real effort in selecting and implementing your ideas, and if you mix it with fun and curiosity, it will reflect in your work. Compare it with trying to decide what to wear for a presentation that you are supposed to give: The outfit has its own role in the process. |
| **Compulsory**  Present all important information correctly and in a readable manner. |
| **Extra**  The motive should be so captivating that you would like to put it on your own wall. |

**b) Article**

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| **Find an interesting headline**  Journalists receive a lot of press information every day. Decisions whether or not a press release will be used for publication are often made in seconds. Therefore, try to find a headline for your press announcement that sounds both exciting and interesting. |
| **Write for journalists, not for readers**  The press announcement should first catch the journalist’s attention. |
| **Remain objective**  Nobody wants to read advertisement texts full of superlatives in a daily newspaper. The media are expected to stay true to facts and provide a critical view. This is why objectivity is important in the article. |
| **Clear language**  Not everybody understands technical terms. Try to avoid them, along with unnecessary filler words. Use a logical structure and write short, simple sentences. |
| **The most important first**  By providing the most important information at the beginning of the press announcement, you are helping journalists. Your first paragraph should answer the six Ws: Who? What? When? Where? How? Why? Details should follow later in the text. |
| **"Tell one story only"**  Think about the “story” of your message. The message needs a recurrent theme that inspires the reader to continue reading. |
| **Format**   * Your text should be no longer than one DIN A4 page. * Abbreviations should be written in full when they first occur, followed by the abbreviation in brackets * Don´t use direct speech. Also, no “I” or “we”. * When providing dates, write the month in full. * Numbers from zero to twelve and all round figures (twenty, two hundred…) are written in full. * At the end of the press announcement, provide information about the length of the text, including spaces. |
| **Additional contents in a press release**  Attach additional materials such as pictures, logos and links to provide any further information that may be relevant and useful for readers. |