

Literacy mat

MEDIA STUDIES

Digitally Published Products

- E magazines
- E Newspaper
- E Catalogue
- E Tickets
- E Books
- Training materials
- Promotional material

How are Digitally Published Products used?

To **inform** an audience e.g. newspapers

To **educate** an audience e.g. training materials, instruction manuals

To **entertain** an audience e.g. e-magazines, e-books

To **promote** goods or services - Advert

To **provide support** - health leaflets, travel guides

Unit 5 Digital Publishing

Assignment and Exam command words

Analyse separate information into components and identify their characteristics	Assess make an informed judgement	Consider review and respond to given information	Criticise assess worth against explicit expectations
Comment present an informed opinion	Define specify meaning	Describe set out characteristics	Discuss present key points
Deduce draw conclusions from information provided	Examine investigate closely	Explore investigate without preconceptions about the outcome	Evaluate judge from available evidence
Explain set out purposes or reasons	Illustrate present clarifying examples	Interpret translate information into recognisable form	Outline set out main characteristics
Summarise present principal points without detail	State express in clear terms	Relate demonstrate connections between items	Review survey information
Argue present a reasoned case	Debate present different perspectives on an issue	Give produce an answer from recall	Justify support a case with evidence
Estimate assign an approximate value	Calculate work out the value of something	Suggest present a possible case	Prove demonstrate validity on the basis of evidence
Compare identify similarities	Contrast identify differences	Apply put into effect in a recognised way	Complete finish a task by adding to given information
Develop take forward or build upon given information	Identify name or otherwise characterise		

How are digitally published products published?

- Online - for viewing or reading
- **E-Book readers - Kindle, iPad, Sony Reader**
- Using a games console - PS3, X Box
- **On a smart device - Smart Phone, iPad, Tablet**
- Stored electronically - PDF, e-book, Word
- **Printed or copied in paper form**

Keywords

Device - piece of hardware eg phone, TV, tablet, PC.

Platform - A delivery mechanism for a digital media product - the technology used to deliver and access e.g. apps, internet.

Portable - easy to carry

Convenient - how easy is the published product to buy or access.

Immediacy - How quickly can you get the published product

Interactivity - Can you interact with the published product - e.g. comment.

Connectivity - Can you connect with other people, either locally or around the world e.g. comment and answer.