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Types of Media Texts

There are different types of media texts. They can be in print, like magazines; or audiovisual, like films and news programs. Media texts can be created for different purposes and aimed at different audiences.



Media Texts in Print

Magazines

Magazines are periodical (for example, monthly or bimonthly) publications that focus on a particular area. Typically, the contents of a magazine include feature articles, interviews, photographs, quizzes, and advertisements. Magazines are meant to inform, entertain, and sell products to their audiences.



The audience depends on the type of magazine, for example, business, political, entertainment, and sports. The audience of a sports magazine will be sports enthusiasts.

Articles written for magazines tend to be straightforward and brief to convey a lot of information in the easiest, most readable way.





Quick Reference Guide



Audiovisual Media Texts

Films

A film, also called a movie, is a series of moving images shown on a screen that tells a story. Films can tell stories that are based on real people and events, or they can be fictional. Depending on the film genre, a film can serve different purposes:



Horror films are meant to scare.



Action films are meant to exhilarate.



Documentary films are meant to educate.

Films target a wide audience: men, women, young, and old.

News Programs

A news program is a radio or television program that reports current events happening all over the world. News programs cover a variety of topics, such as politics and entertainment. The audience of news programs can be anyone interested in learning about what is going on in the world.

Fashion Magazines

Fashion magazines are one of the most popular types of magazines. They focus on fashion-related topics and generally cater to young men and women.



A news program is hosted by news anchors, like me, who present individual news stories.



A. Read the interview. Then answer the questions.



Jada Trinkett:

Fashion's New "It" Girl

By Rubina Petrov

I meet with fashion's new "It" girl Jada Trinkett at the Luxury Hotel to talk about her life in the spotlight. Jada is casual: she wears ripped skinny jeans, a loose white blouse, hair in a bun, and minimal make-up.

R: Is this how you normally dress, Jada? No oversized coat and oversized sunglasses? Just jeans and a T-shirt?

J: I may be the new hot stuff in fashion right now, but I always prioritize comfort over fashion. You can be stylish and comfortable.

R: That sounds like good advice. So how did you become a fashionista when you are an actress?

J: Yes, I'm an actress. That is my true passion, but fashion is definitely a hobby of mine. It was probably when I started attending fashion shows. People liked what I wore and would ask for fashion tips and tricks.

R: ...Which is why you started a blog.

J: Yes! So many of my fans wanted to know about my style, so I figured a blog would be a great way to share my love of fashion. It's been really great

so far. They seem to like it.

R: Yes, they do. So how would you describe your style?

J: First and foremost, I dress for comfort. I also believe in "less is more". The simpler the outfit, the better. So I would say I am a comfy classic kind of girl.

R: What do you wear most? Any favourite brands?

J: I love jeans and white tops. I love boots and bags. I usually like to have one stand-out piece in my outfit, whether it is a big necklace, an oversized coat, or a brightly coloured bag.

As for brands, I love Cozy. They make really soft and comfy sweaters that I like to wear over jeans. I also love Eve for when I'm going out to a fancy dinner. Their quality is amazing. And of course, Balendra. That fashion brand is just exquisite. It is the biggest name in fashion right now.

R: Thank you so much, Jada, for taking your time to talk to us. Our readers will love knowing more about you and your style.

J: I'm happy to share. Fashion is for everyone.

1. What is the topic of this interview?

2. Where do you think this article will appear?

3. What do you think is the purpose of this interview? Give details.

4. Who would read this article?

5. List three things that Jada promotes during the interview.

6. Do you think this is a good interview overall? Why or why not?

7.

If you were interviewing Jada for your fashion magazine, what questions would you ask her?





B. Listen to the audio clip of a film. Then answer the questions.



1. In what genre is this film? Explain.

2. Would young children like watching this film? Why or why not?

3. Is this story fictional or non-fictional? Explain.

4. Write a brief description of what you think this film would be about.

**C. Listen to the audio clip of a news story.
Then answer the questions.**



curator:

the person in charge of a museum

artifact:

an object made by humans that has cultural or historical significance



sarcophagus

1. What is this news story about?

2. Is this a local or international news story? Explain.

3. Which area does this news story fall under: education, culture, or politics?

4. Would Egyptian citizens be an audience of this news story? Explain.

5. Does the host do a good job reporting the news story? Why or why not?
