

Genre: media campaign

Type: promotion of university education

Hypothesis:

1. Universities should attract potential students mostly from high schools (after graduating)
2. Universities should be presented in a good manner. Certain positive values of university, faculty or department should be presented as well e.g. innovative education system, exclusivity of chosen field of study ,...
3. The potential students should be informed about benefits of studying particular university e.g. high employee rate after promoting, huge offer of internships, motivational scholarships

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Medium: videos

Examples for studying:

<http://www.amara.org/cs/videos/2UI0O6krleWr/url/769544/>

<http://www.amara.org/cs/videos/yTwKga7WrTiA/url/770314/>

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Methods:

1. Analysis of production elements – movement, color, lightning, angle, music
2. Analysis of cultural content (or negative cultural values)
 - a) Sex/sexism and its presence in videos
 - b) Identifying myths about studying university and being a student
⇒ Student stereotypes

Is there a method missing?

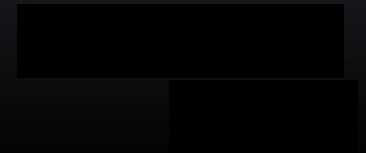
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Summarizing points:

- the visual content should be critically examined
 - Silverblatt will provide us with theoretical framework
 - results will be compared with hypothesis (should I do it?)
- => What is actually presented. Is it appropriate for university and students?

Thank you for your attention.

Let the discussion begin!



Discussion

1. What point is missing in the hypothesis (is the rest OK as well)?
2. Do you think that universities should be presented in such ways (like in the videos)?
 - 2.1 What negative values (if there are some) should not be presented in university media campaigns?
3. Do the stereotypes about students exist (are they a big deal)?
 - 3.1 Are those same in your country?