

# Media Power Essay

Name:

Topic:

<b>Style / formal qualities (5)</b> <ul style="list-style-type: none"><li>• typed, 2X spaces</li><li>• include a title page</li><li>• clear from poor spelling &amp; grammar</li><li>• numbered pages</li></ul>	
<b>Function (5)</b> <ul style="list-style-type: none"><li>• your general thoughts</li><li>• ad aims to achieve or communicate?</li><li>• this ad is really saying?</li></ul>	
<b>Form (10)</b> <ul style="list-style-type: none"><li>• elements &amp; principles described</li><li>• aesthetic devices (music theme, tempo)</li></ul>	
<b>Content (10)</b> <ul style="list-style-type: none"><li>• content /events</li><li>• theme &amp; target audience</li></ul>	
<b>Interpretation (10)</b> <ul style="list-style-type: none"><li>• branding</li><li>• ad's credibility</li><li>• ethics</li></ul>	
<b>Implications (5)</b> <ul style="list-style-type: none"><li>• impact: technically, morally, economically, socially, aesthetically, environmentally, and/or culturally</li></ul>	
<b>Including references (5)</b> <ul style="list-style-type: none"><li>• a visual reference</li><li>• footnotes and a bibliography</li></ul>	
<b>TOTAL</b>	<b>/50</b>