

# The Enduring Power of Traditional Media

Why newspapers, television, and radio still matter in a digital age.



iMedia Genius



# We live in a digital world. So, what is “Traditional Media”?



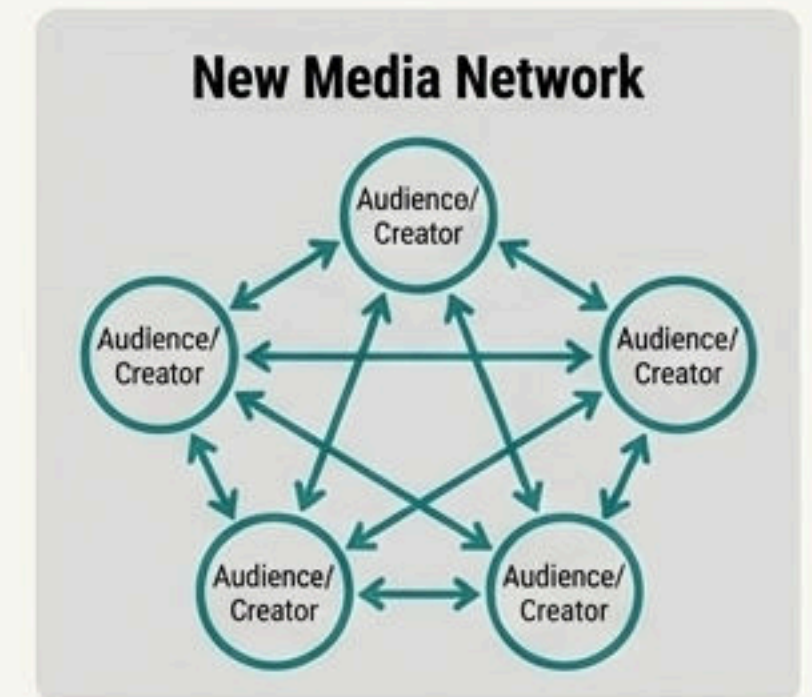
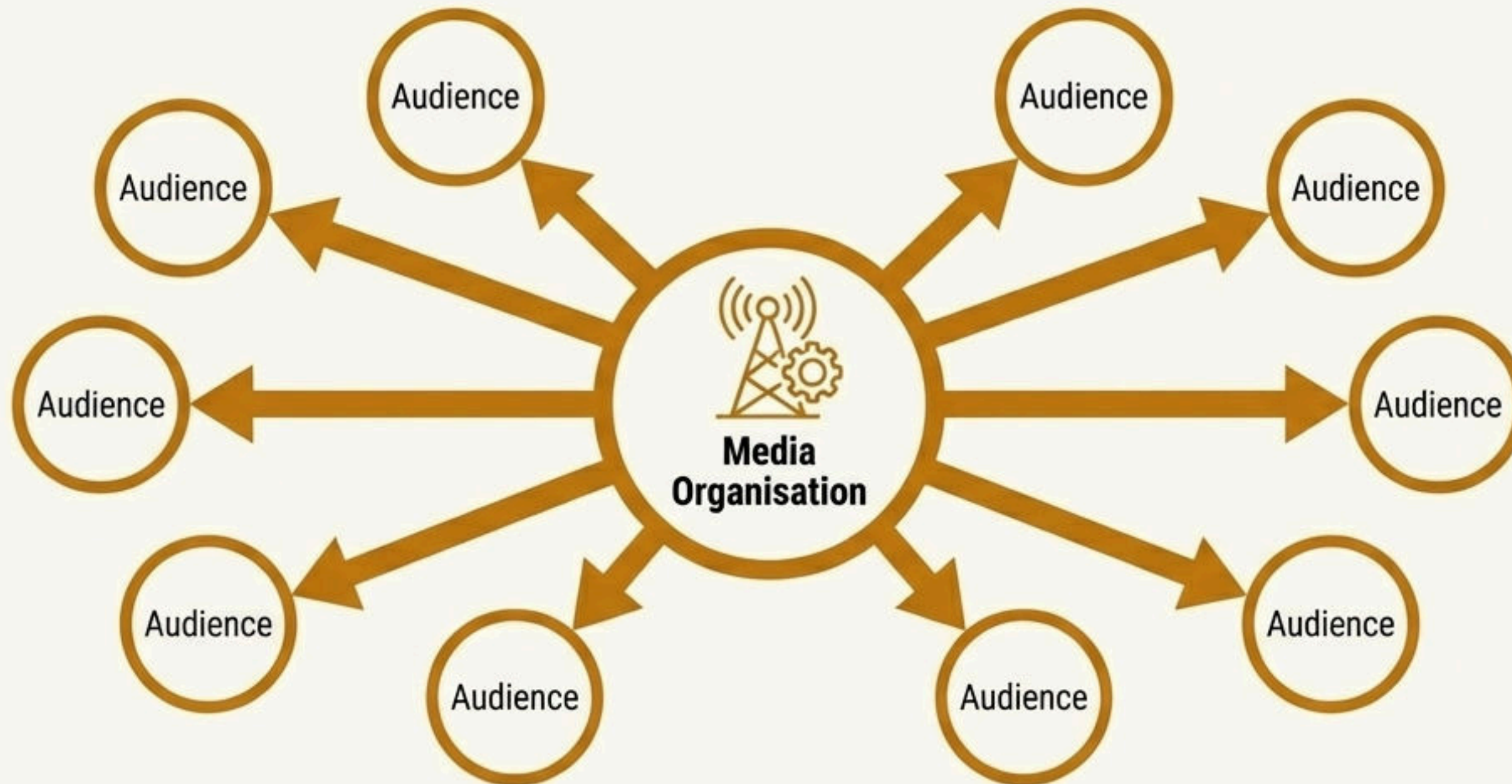
Traditional media refers to older, established forms of mass communication such as newspapers, magazines, radio, posters, billboards and broadcast television. These channels existed long before the internet and social media.





# Traditional media is a broadcast, not a conversation.

Messages are usually **one-way**: the audience receives information but cannot easily respond or interact. Traditional media is often controlled by large organisations, which can make it feel more credible and trustworthy.





# The key channels you need to know.

## Print



newspapers,  
magazines, flyers,  
posters,  
billboards.

## Broadcast



TV and radio  
adverts,  
sponsorship  
idents, programme  
trailers.

## Outdoor



bus stops,  
transport adverts,  
building wraps,  
shop signage.

## Cinema



adverts before  
films, special  
event screenings  
and trailers.

## Direct Marketing



posted leaflets,  
catalogues and  
door drops.



### Exam Focus Callout

**Exam link:** Be ready to *name* at least three examples in 1–3 mark questions.



# Its power lies in mass reach and perceived trust.

## Mass Reach



The ability to connect with millions of people quickly. A primetime TV advert or a national newspaper can deliver a message to a huge audience audience simultaneously.

## Perceived Trust



Established channels often feel more credible. Because they are controlled by large, well-known organisations, audiences may consider them more authoritative than unfamiliar online sources.



# The trade-off is high cost and low interactivity.

## High Cost



Creating and placing adverts on TV, radio, or in national print publications is expensive. Large-scale outdoor campaigns also require a significant budget.

## Low Interactivity

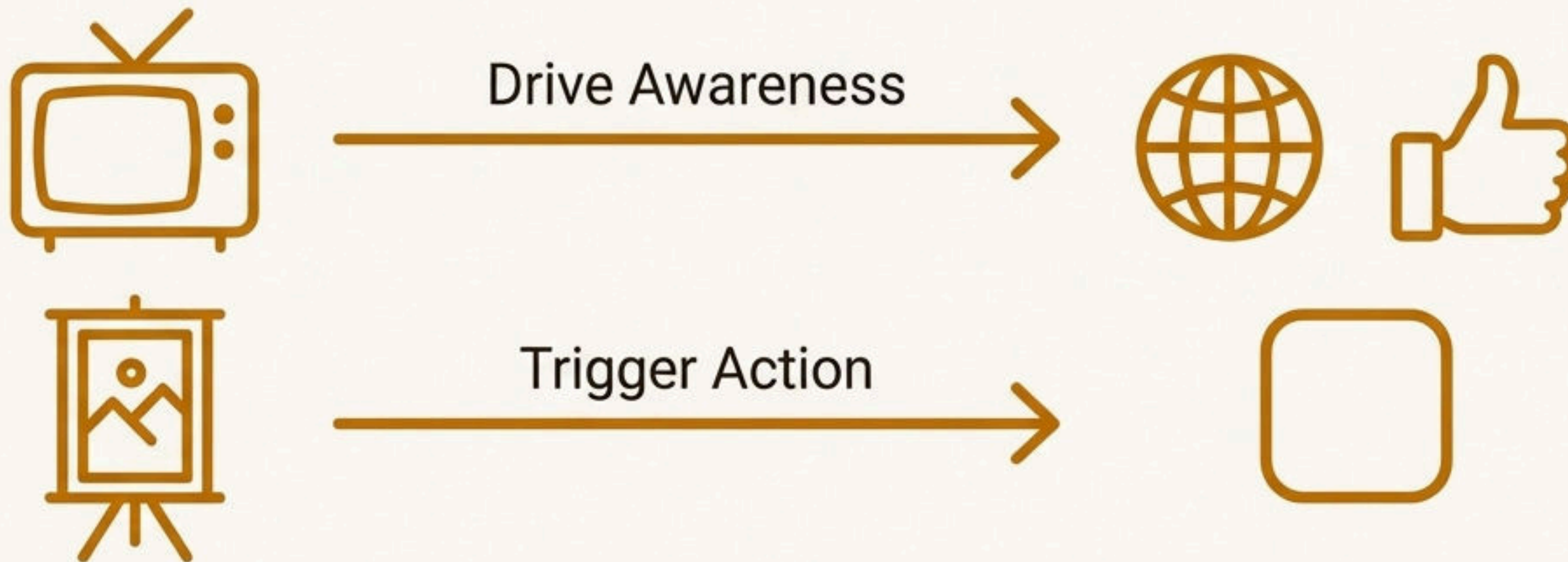


It is a one-way communication channel. The audience are passive receivers of the message with very limited means to respond, comment, or share directly.



# Modern campaigns don't choose. They combine.

The most effective strategies integrate traditional and new media. A TV advert drives viewers to a website. A QR code on a poster links to an app. This approach uses the mass reach of traditional media fuel the engagement of new media.





# How to turn what you know into exam success.

Understanding the theory is only the first step. To achieve top marks, you need to apply that knowledge precisely based on the type of question you're asked. Let's break down the blueprint for exam answers.





# Deconstructing Short-Answer Questions (1-2 Marks).

## 1-Mark Questions (Define/State)

Be direct, be precise. Give a short, clear definition or name a valid format in one sentence.

Q1: Define 'traditional media'.

Traditional media is non-digital mass communication such as print, radio and TV.

## 2-Mark Questions (Explain)

Use the **Point > Explain > Impact** formula. Make a clear point, then explain it using 'this means that...' or 'so...'

Q3: Explain one advantage of using a TV advert for a charity appeal.

One advantage is mass reach.

[POINT]

+

This means that millions of people see the advert at the same time,

[EXPLAIN]

+

so the charity can raise more money quickly from a large audience.

[IMPACT]



# Developing two separate, well-explained points (4 Marks)

For a 4-mark 'describe two...' question, you must provide **two separate** points. For each one, state the limitation or advantage and then explain its specific effect on the campaign.

Q4: Describe two limitations of using posters instead of online adverts to target teenagers.

## Limitation 1



State the first problem (e.g., Lack of targeting).

Explain its impact on the campaign (e.g., Money is wasted showing the ad to the wrong age group).

## Limitation 2



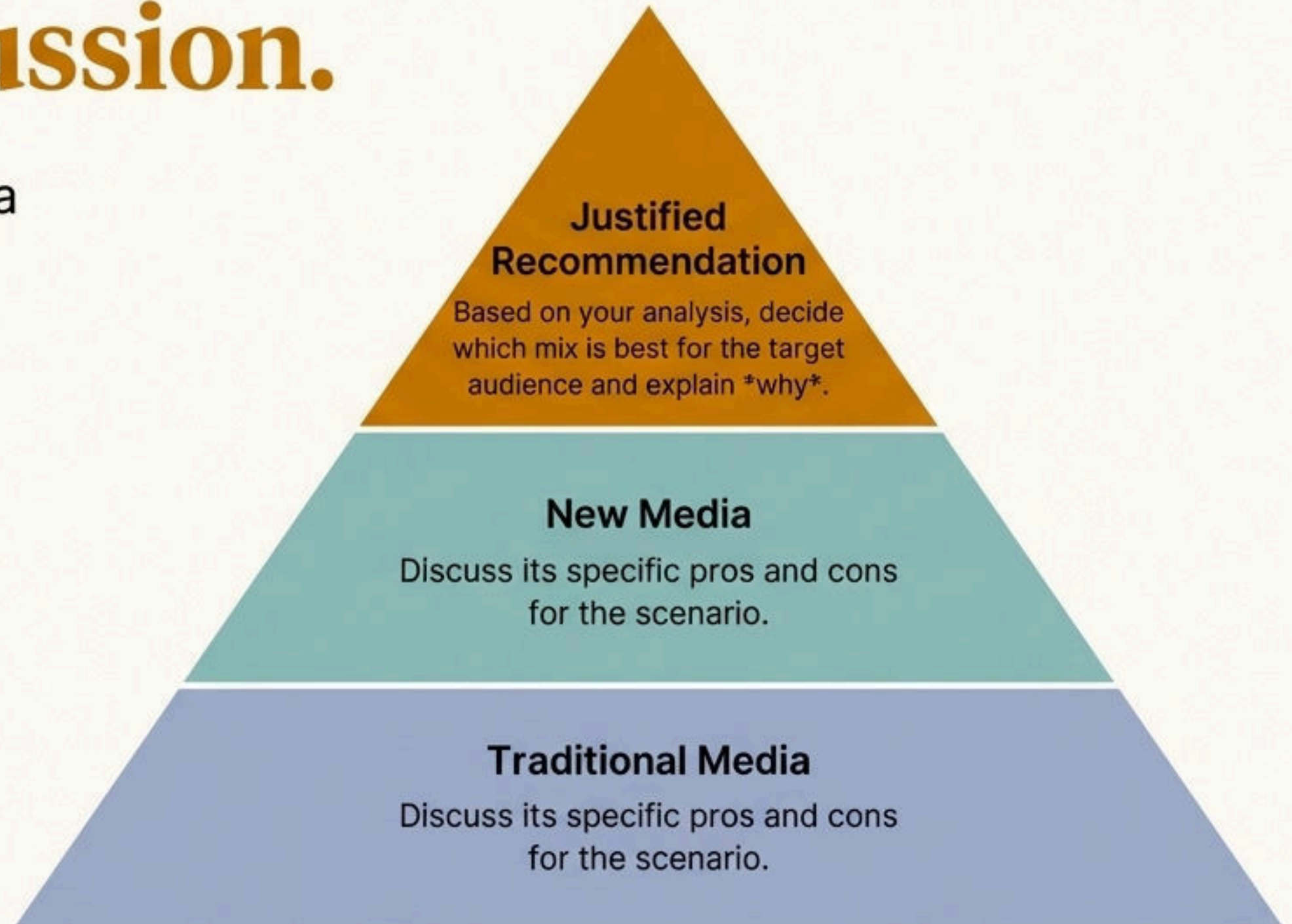
State a second, different problem (e.g., Low interactivity).

Explain its impact on the campaign (e.g., Teenagers cannot click to find out more or share with friends).



# Tackling the 9-Mark Question: Build a structured discussion.

A 9-mark 'discuss' question requires a balanced argument. Use a clear paragraph structure to analyse both sides before making a justified recommendation.





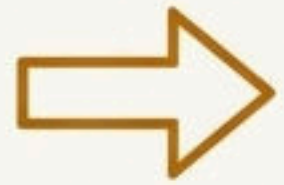
# Putting the 9-mark structure into practice: The Sports Drink Campaign.

**Scenario:** A company is launching a new sports drink.





# Your Traditional Media Revision Checklist



Traditional media is **one-way** mass communication (Print, Broadcast, Outdoor, etc.).



Its key strengths are **MASS REACH** and **PERCEIVED TRUST**.



Its key limitations are **HIGH COST** and **LOW INTERACTIVITY**.



Modern campaigns **INTEGRATE** traditional and new media for the best results.



For exams, **structure your answers** to match the marks available (Point-Explain-Impact, Balanced Argument).



# Can you now...?

Test your understanding before you go.



Can you list at least three examples of traditional media?



Can you explain one reason why a company might still choose TV or radio advertising?



Can you compare how traditional and new media reach different audiences?

If you're unsure about any of these, revisit the relevant slides.