

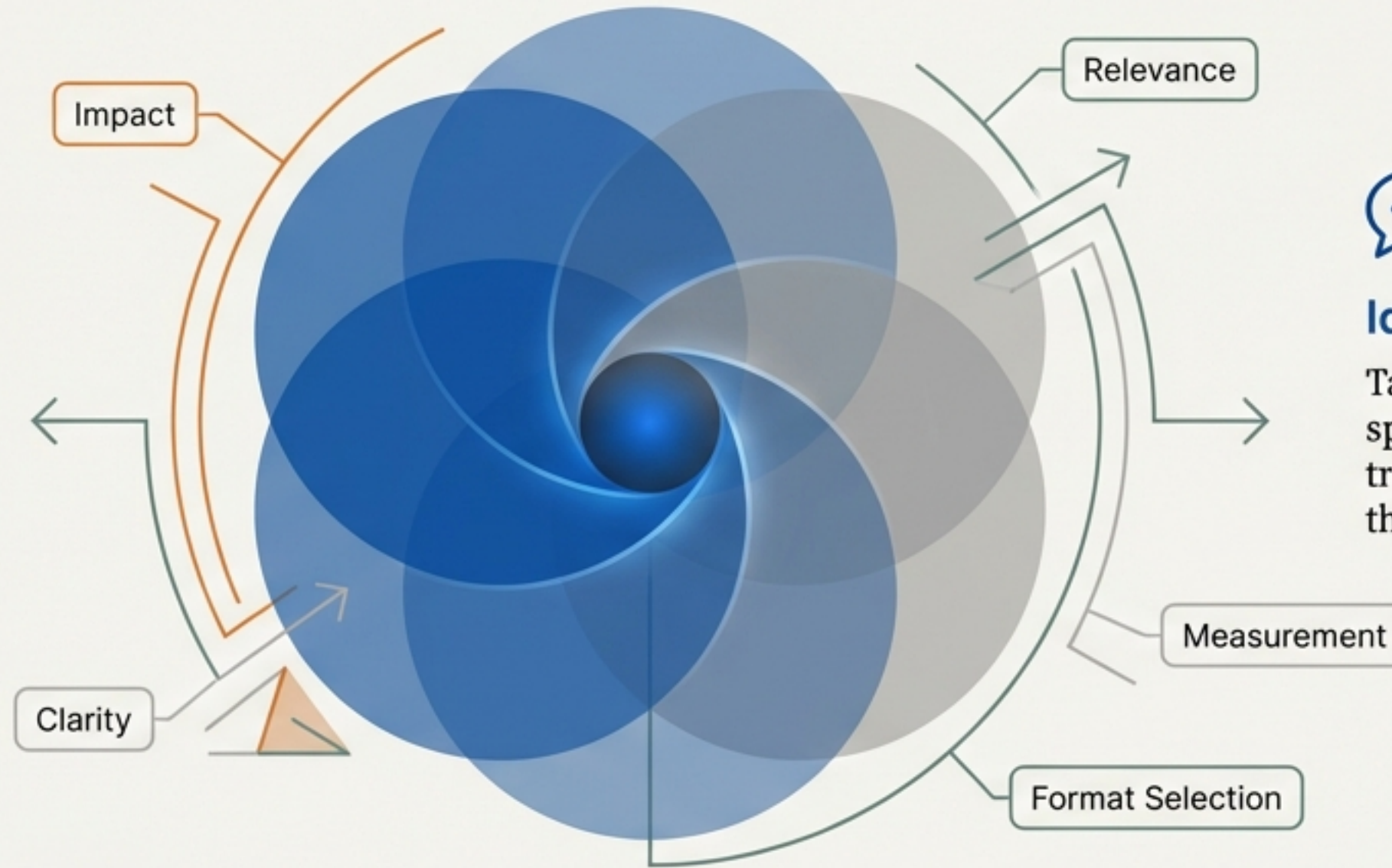
Mastering Purpose in Media

An R093 Guide to Answering **Why**



Define Your Objective

Clearly articulate the primary goal of your media. What is the intended impact? Understand the 'why' before the 'how'.



Identify the Audience

Tailor your message to a specific audience. Who are you trying to reach, and what are their needs and interests?



Key Message

Refine your core concept into a concise, memorable message. Avoid clutter and ambiguity.



Choose the Right Medium

Select the most effective format (video, audio, print, digital) to convey your message to your target audience.



Evaluate Effectiveness

Establish metrics to measure success. How will you know if your media has achieved its purpose?



Every Media Product Begins with a Simple Question: Why?

The **purpose** of a media product explains *why* it has been created. It's the driving force behind every **design choice**, every piece of content, and every platform decision. Understanding this is the first step to analysing any media product effectively.



“The purpose is linked to the **target audience** and **client requirements**.”

The Five Core Purposes You Must Know



Inform

To give factual information.

*Examples:
News articles,
information
posters, help pages.*



Entertain

To provide enjoyment or escapism.

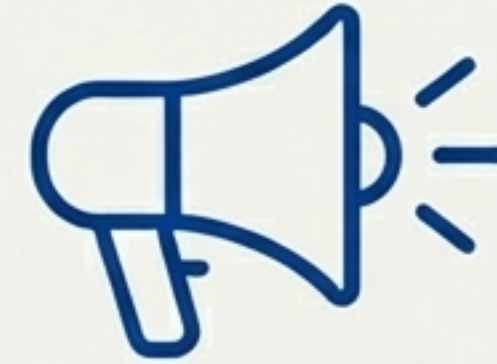
*Examples: Films,
games, comedy
videos.*



Educate

To teach skills or knowledge.

*Examples:
Revision sites,
tutorials,
documentaries.*



Promote / Advertise

To raise interest in a product, service, event or brand.



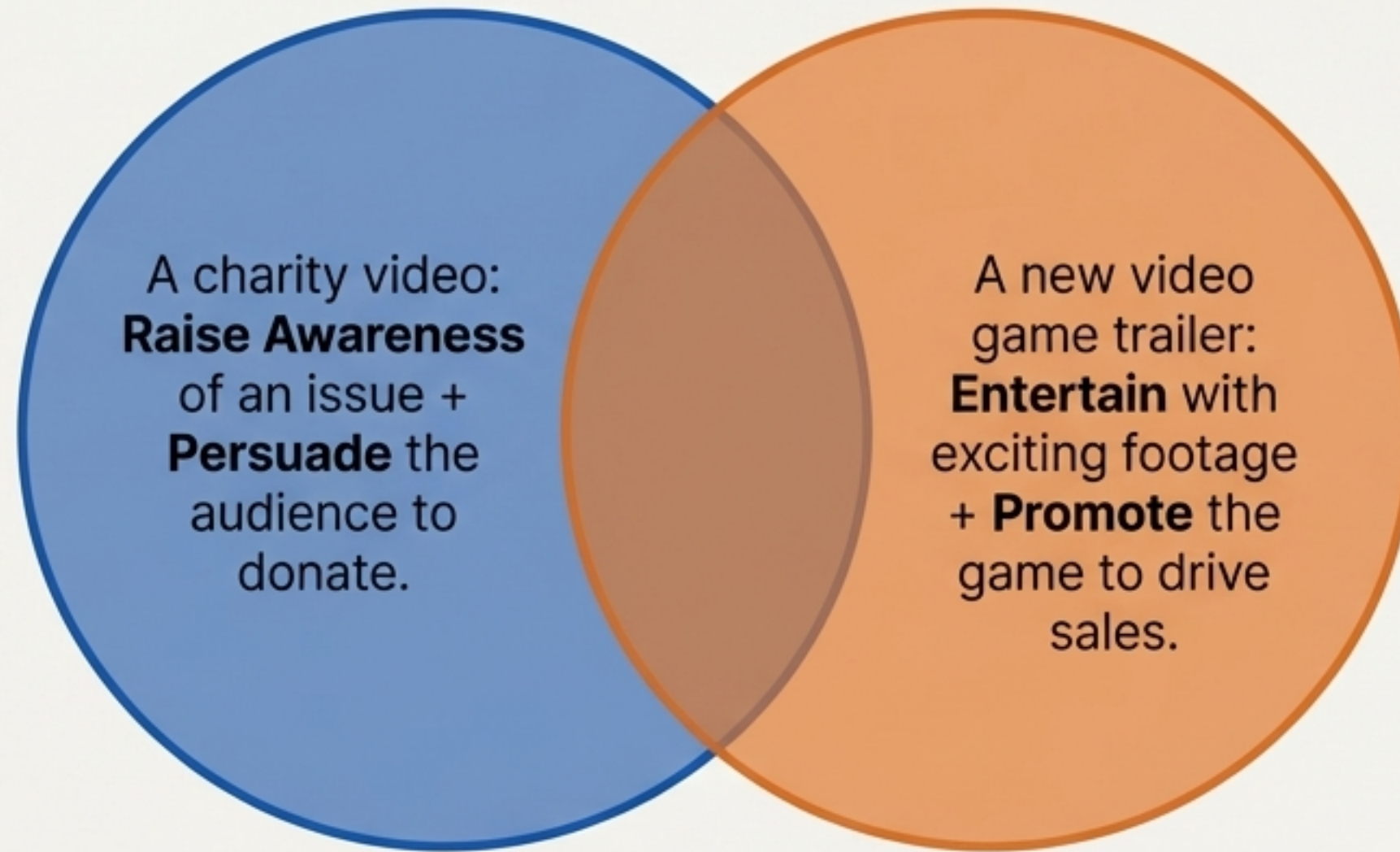
Raise Awareness

To highlight an issue or cause.

*Examples: Charity
campaigns, Public
Service
Announcements
(PSAs).*

Purpose is Rarely Singular

A single media product can, and often does, have multiple purposes that work together. Recognising these combinations is key to a sophisticated analysis.

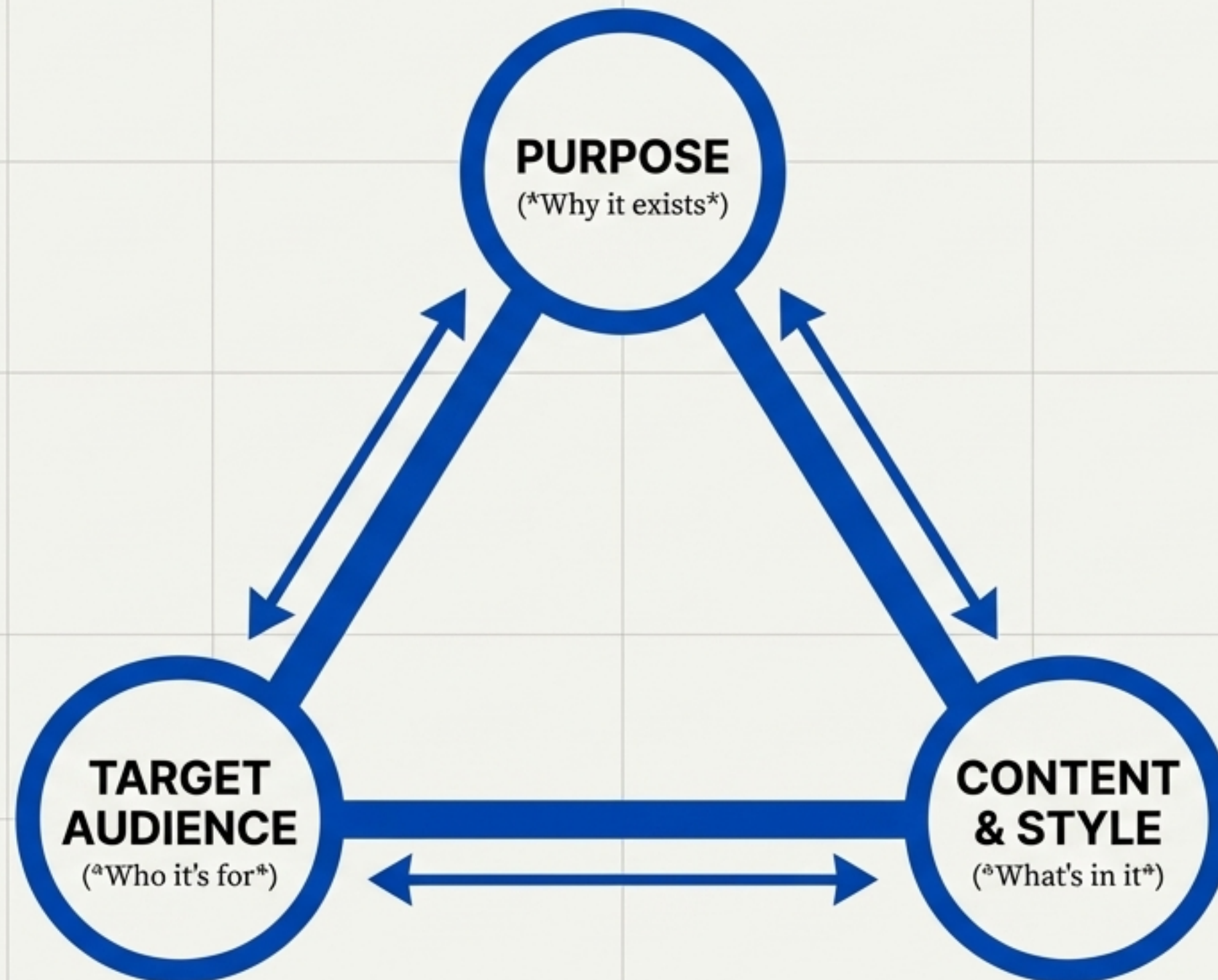


Examiner's Note

In your exam, always look for the combination. Explaining how two purposes work together demonstrates a higher level of understanding.

The Media Triangle: Linking Purpose to Product

A product's purpose doesn't exist in a vacuum. It is fundamentally shaped by who it's for (the audience) and what it contains (the content). To build a strong explanation, you must connect these three points.



How to Construct a Powerful Explanation

Use this framework to turn a simple point into a well-developed argument. For any media product, connect its purpose to:



Audience: Explain *who* it is for and *why that group needs* this purpose.



Content: Show how images, text, audio, and layout choices support the purpose.



Platform: Describe why a website, app, poster, or video is the right choice for the purpose.



Success: Suggest how success could be measured (e.g., views, clicks, sales, feedback).



Pro Tip: Always use the phrase “This is effective because it...” to force yourself to explain the *impact* on the audience.

Your Pre-Exam Knowledge Checklist

Core Principles

- ✓ Products are designed to **inform, entertain, educate, promote, or raise awareness.**
- ✓ A single product can have **more than one purpose.**
- ✓ Purpose is always linked to **target audience** and **client requirements.**
- ✓ **Content, style, and tone** (e.g., serious, fun, formal) must match the purpose.

The Strategic Link

Understanding purpose is not just for identification. It is essential for answering exam questions about a product's **suitability** and suggesting potential **improvements.**



Exam Deconstruction: The 1-Mark Question

Question: “State one purpose of a poster advertising a music festival.” (1 mark)

The Technique:

Be direct and precise. No explanation is needed.

Winning Answers



To promote the event.



To inform people of the date and location.



To persuade people to buy tickets.

Exam Deconstruction: The 2-Mark Question

Question: “Explain one way a charity video can raise awareness of an issue.”
(2 marks)

The Technique:

This requires a two-part structure. Make a clear point, then explain its effect on the audience.

Point

+

Impact

Part 1: The Point (What it does)

→ The video raises awareness by showing emotive footage of real stories.

Part 2: The Impact (How it affects the audience)

This makes the audience feel empathy and connects them personally to the issue.

Exam Deconstruction: The 3-Mark Question

Question: 'Describe one way a mobile game can be designed to entertain its target audience.' (3 marks)

The Technique: You need to describe a *specific feature* and then develop your answer by linking it directly to audience enjoyment.

Feature

'The game could include a reward system with daily login bonuses and unlockable cosmetic items.'

Development

'This entertains the player by providing a sense of progression and achievement.'

Link to Audience

'This makes them feel valued and encourages them to frequently, enhancing their long-term enjoyment.'

Exam Deconstruction: The 4-Mark Question

Question: “Explain two ways a school website could be used to inform parents.” (4 marks)

The Technique:

Provide two separate, developed points. Each point should be structured like a 2-mark answer (Point + Impact).

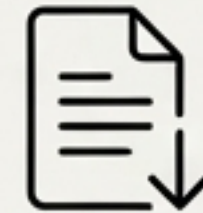
Point 1 (2 Marks)



Way: A prominent, up-to-date calendar section.

Explanation: This helps parents stay informed about term dates and events, allowing them to plan ahead.

Point 2 (2 Marks)



Way: A section for downloadable letters and forms.

Explanation: This ensures parents can easily access important communications they may have missed and take necessary action.

The 9-Mark Masterclass: The Scenario

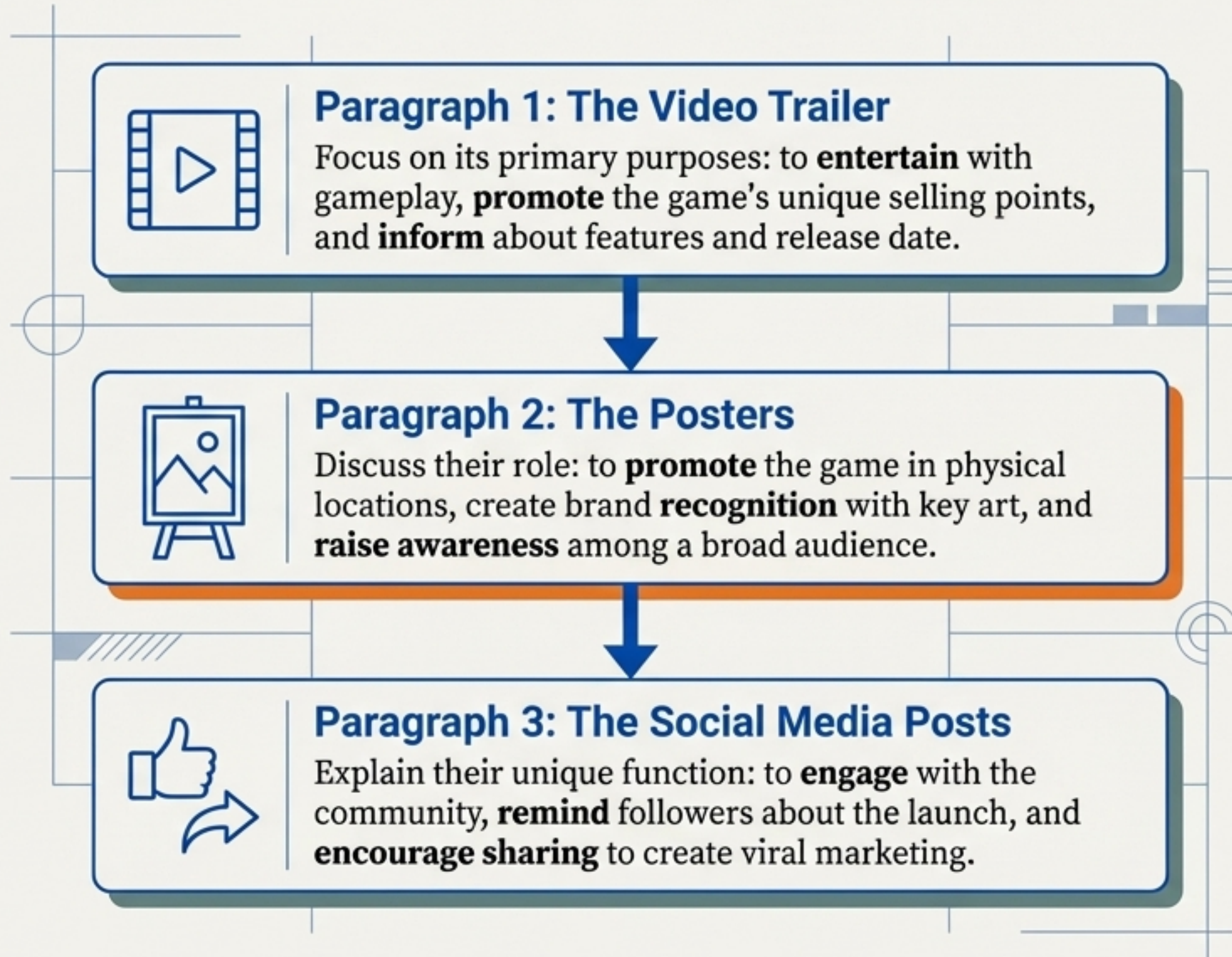
The 9-mark question asks you to synthesise your knowledge. It's a test of comparison, explanation, and justification. Don't be intimidated; it follows a clear structure.

'A games company is launching a new sports game and is planning a **cross-media campaign** including posters, social media posts and a video trailer. Discuss how the purposes of these media products might be different, and explain how each one helps the overall campaign.' (9 marks)



The 9-Mark Masterclass: The Structure for Success

A strong answer requires a clear, comparative structure. Dedicate a paragraph to each media product before drawing your conclusion.



The 9-Mark Masterclass: The Conclusion

Your final paragraph should not just summarise; it must offer a justified conclusion about the campaign's overall effectiveness.



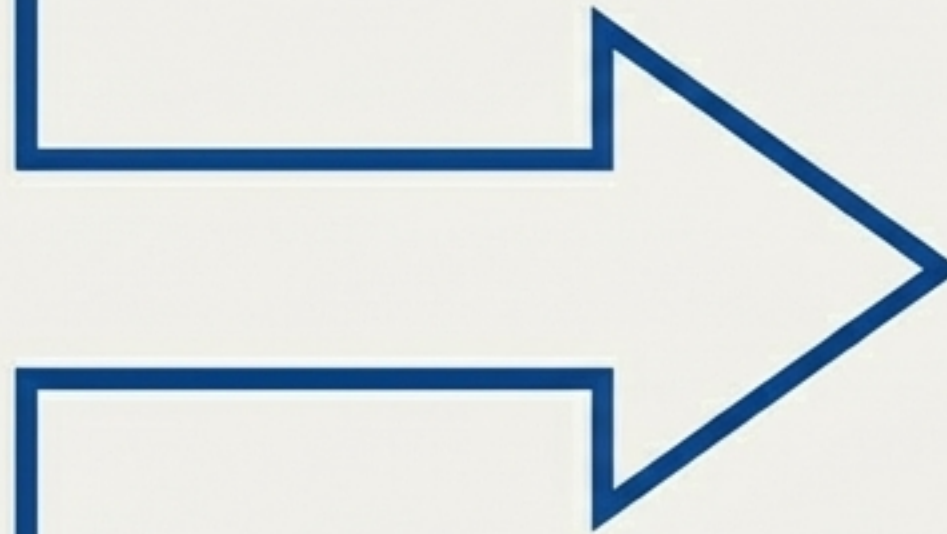
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The Technique: Explain how the combination of these different purposes makes the campaign stronger.



Example Conclusion Starter

‘In conclusion, the campaign’s strength lies in its use of multiple products with distinct but complementary purposes. The trailer creates initial excitement and desire, the posters build widespread brand awareness, and the social media campaign maintains engagement and community. Together, they create a comprehensive strategy that reaches the target audience at multiple touchpoints, maximising the launch’s impact.’

You Have Mastered Purpose. Can You Now...?

- ☐ List the common purposes of media products with examples.
- ☐ Explain exactly how purpose links to target audience and content.
- ☐ Compare the different purposes of various products within a single campaign.
- ☐ Deconstruct and answer exam questions from 1 to 9 marks with confidence.

You can. You are ready.