Item / Resource Description
Melbourne Ethnic Radio Triple Z: www.3zzz.com.au
Fox FM: www.fox.com.au
ABC Radio National: www.abc.net.au/rn/
Triple J: www.abc.net.au/triplej/

These are the websites of four radio stations, each of which appeals to a different audience. Even though a listener might be out of physical radio range, digital technologies allow us to listen to the programs through the websites.

Summary of Activity
Students will examine the content of each radio station website to distinguish between information and advertising. They determine the target audience of each by examining the advertisements.

Media Element
Still Images
Digital Texts

Core Understanding
Purpose: There is a relationship between advertising and the content in which it appears.

Curriculum Links
Focus Questions

- Which of the content on the page is information for the listener and which is advertising?
- Why would these advertisements be included on the page?
- What type of people would use the website?
- Do these advertisements appeal to the station’s audience?
- What is the relationship between the advertisements and the website?

Activity Detail

Students listen to the radio stations and try to determine their target audiences.

- How are the target audiences different for each?

Examine the content of the radio stations’ accompanying websites to identify how they match the audiences of each station. Have groups of students use Venn diagrams to compare and contrast the content of two of the websites and compile a list of common attributes.

- Why do all the websites have similar core content?
- What is the difference between information and an advertisement?
- Why do the ABC Radio websites not have ‘external’ advertisements?

Examine the advertisements on each website and discuss the following questions.

- What is the purpose of an advertisement?
- Why are certain products advertised on this website?
- How do these products match the intended audience?
- What other products might you expect to see advertised here?

Compare the techniques used to create the advertisements for each website.

- How do they differ according to the target audience?

Select a station and design an advertisement for a product that would suit its audience.

Extension Activities

- Choose one advertisement and analyse it to determine the following.
  - What is the source of the advertisement?
  - Who is its intended audience?
  - What sort of action do the advertisers want the audience to take?
  - How do they persuade you to do this?
  - What are the most common techniques used?
  - Are there differences between the techniques used in advertisements aimed at boys and those aimed at girls?
  - What is gained by buying the product?
  - How will it fulfil the purchaser’s needs?

- Have students visit the website of their favourite radio station and analyse the advertisements in a similar way. Listen to the radio station and determine whether the on-air advertisements are the same or similar products to those on the website.
• How does the technology of a website help the advertiser reinforce their message?
  o Would an accompanying print advertisement in a newspaper or magazine have the same impact?

• Investigate why radio stations are dependent on advertising.
  o How have the development of digital technologies increased their appeal to advertisers?

• Have students design and produce an advertisement for their favourite radio station which incorporates both imagery and sound.