

FORM 4 ENGLISH 2022

STRAND 1: MULTIMEDIA

SUB-STRAND 1: Language Forms

Learning Outcome: The students can proficiently speak and listen, read and view, write and present for an increased number of purposes, audiences and situations, using increasingly complex text forms.

What is the Media?

The word Media is the plural form of the word medium. A medium is a form of communication through which something passes. In Tonga, we take media to mean a form of communication. The word multi (many) media (forms of communication) therefore refers to the many different forms through which we communicate information from one person to another or from one place to another.

Example:

Multimedia: Television

- Tutorial/ Presentation
- Film
- ICT
- Music
- Printing
- Game
- Entertainment
- Radio

Activity 1.0

Use the diagram above to identify the different types of media that are found in Tonga and give examples of them in the following table. The first one has been done for you.

Type of Media	Example 1	Example 2
ICT	Dataline System	TCC
Television		
Entertainment		
Game		
Printing		
Music		
Radio		
Film		
Tutorial/Presentation		

“**Skim Reading** is most useful when you have to read a large amount of material in a short time.” According to Sarah Simpson (2015, p29), ‘During skim reading, one should identify the main ideas in each paragraph and ignore the supportive details for in skim reading one only looks for the main or general idea.’

Skim Reading Method:

- Get an overview of the text through the content page
- Read the first and last sentence of each chapter, section or paragraph to see where the text is going and what it’s covering.

“Scanning is what you do when you read quickly for a specific piece of information within a larger amount of material”

In scanning you know what you are looking for and you move your eyes quickly over the reading material until you locate the specific piece of information you need to find.

Scanning Method:

- One can use headings and titles and formatting clues- for example bold or intended text to help you find the specific information you are looking for.

Activity 1.1

Skim and Scan the article from the world Bank, on the next page. Annotate it by writing notes on and around it that helps you understand the article more, and then answer the following questions:

1. Use the article to list some of the advantages of mobile phones for:
 - a. **Government Workers**

- b. **Local People**

Advertisement

-American Marketing Association has defined advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor”

-Advertising is the dissemination of information concerning an idea, product or service to induce action in accordance with the intent of the advertiser.

Features of Advertisement

1. It is a paid form of communication

Advertisements appear in newspapers, magazines, television or cinema screen because the advertiser has purchased some space or time to communicate information to the prospective customers.

2. It is a non-personal presentation of message

There is no face-to-face contact with the customers. That is why it is described as non-personal form of presenting products and promoting ideas and it supports personal selling. It simplifies the task of sales-force by creating awareness in the minds of potential customers.

3. The purpose of advertising is to promote idea about the products and services of a business

It is directed towards increasing the sale of the products and services of a business unit.

4. Advertisement is issued by an identified sponsor

The identity of the businessman issuing the advertisement must be disclosed. Non-disclosure of the name of the sponsor may lead to distortion, deception and manipulation. Advertisement should disclose the sources of opinions and ideas it present.