



Creative brief

“The Crisis of the Media”

Concept and Execution: TAM-TAM INSTITUTE
Partner: Radio Student
Medium: TAM-TAM CITY POSTERS
DEADLINE: 1 MAY 2019
Project: Plaktivat 12 – **The Crisis of the Media**

BACKGROUND:

The mass media, the so-called guard dogs of democracy and the public interest, are in severe crisis, and with them the public, which has been reduced to mere consumers.

The growing quantity of media outlets is inversely proportional to the quality of content they provide. In-depth articles are ousted in favour of easily accessible superficial explanations. The digital revolution subjected media credibility to marketability. Success of online journalism, and with it advertisers' money, is measured in the number of clicks per contribution or likes on social networks. Presentation is growing more important than content. Serious media is now seeing brazen erosion of critical information in the media and the trampling of the standards of journalistic reporting, such as were previously only acceptable in the yellow press. Media's growing dependence on the market is reflected in imaginative innovation in surreptitious advertising, which is erasing, with perfected efficiency, the line between commercial and editorial content.

The changes in the media coincide with structural changes in the make-up of their audience, which is growing ever less informed and critical of media content. We believe what we read. The intrusion of the social media in the lives of individuals increases the instant nature of information consumption demanding quick explanations of complex issues. Faced with the multitude of information, the consumer is always able to get an explanation, which confirms their worldview in one fell swoop. With individuals increasingly, in some cases even exclusively, depending on social networks for their news, “The Crisis of the Media” is the most acute it's ever been.

With this campaign, Radio Student aims to activate the wider public in demanding journalism of greater quality and engagement.

After all, this is their constitutional right. This is why Radio Student invite every individual to adopt a critical stance towards media content, which degrades journalism and call attention to it using the hash-tag **#fastfoodnovica**. With this campaign, **Radio Student** aims to launch the discussion of the wider topic of the crisis of the media (beginning with 3 May, just after World Press Freedom Day), because we believe that without engaged public there is no need for engaged media. We are also aware that we are one of the parts forming this media landscape and as such share responsibility for it.



WHT WE ADVERTISE?

We want to encourage individuals to act using the hash-tag **#fastfoodnovica** to mark questionable media content on social networks Facebook, Instagram and Twitter, thereby contributing to an increased awareness of the issue.

WHOM ARE WE ADDRESSING?

We are primarily addressing individuals, who are aware of the crisis of the media, but can't find the time and way of drawing attention to the questionable media content.

Secondarily, we want to address the wider Slovenian public.

A CREATIVE CHALLENGE

Think about it; would it still be "fun" to live in a society with no serious media?

INSIGHT

Democracy and high quality media are not self evident and guaranteed. We need to fight for them like any other right; the right to be informed is just as important as, p. ex. the right to drinking water or clean air. On the other hand, the media literacy of a large segment of the public is below average. The public is reduced to consumers, consuming media in keeping with the spirit of the time. This is why it finds it harder to identify with a common public interest and assumes a decreasingly critical attitude towards media content.

CONDITIONS THAT NEED TO BE MET :

The creative solution of the poster must include a "call to action" in relation to activation using the hash-tag #fastfoodnovica.

In designing your creative solution observe the format and context of TAM-TAM city posters. Be particularly mindful of the fact that city posters form part of public space and design your poster in such a way that it will be noticeable, readable, and communicative in the multitude of visual stimulations encountered on the street. Consider what it means that city posters are usually first



noticed from a distance of a few metres and only seen up-close later; how much text can they endure, how to attract attention etc.

Further useful information for high-quality design is available at:
<https://designshack.net/articles/inspiration/10-tips-for-perfect-poster-design/>.

Ljubljana, 9 April 2019