ORIGINAL ARTICLE

Effect of Television Graphics and Animations on Covid-19 Awareness Campaign

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Abstract

This study focusedon the effect of television graphics and animation on covid-19 campaignamong students of Lead City University Ibadan, OyoState. TheUses andGratification theory and Cultivation theory provided the theoretical framework for the study. The studymadeuse of quantitative research approach. The research design for this study was the survey method which involved the use of the questionnaire to get the data needed for the study. Simple random sampling was adopted to select 150 respondents among students of Lead City University, Ibadan. The result obtainedwereanalysed and presented in simple percentage tables.The findings showed that Lead City University students wereaware of the television graphics and animation content on covid-19; they alsofound it quite appealingandwatchedit because of the health information it provides.The contentwas consideredappropriate to their age and thus effective in preventing the spread of corona virus. The study recommendedthat the media needs to come up with new ideas and develop more graphics and animation contents that will cut across all ages. The media also needs toproduce moregraphics and animation contents that will address other health issues that can affect youth and the society, while government should try to assist the media firms in providing sophisticated equipment for visual editing and production in order to aid better media content transmission.

Keywords: Television, Graphics and Animation, awareness campaign

Introduction

Television is one of the media sources whose production sticks to the mind and memory of its consumers who are tagged "viewers", with the dissemination of contents like advert, montage, news and programmes that contains graphics and animation which are used to describe or lay emphasis on the information in the content of a production. Umeh (1989) states that television in Nigeria started transmission in October 31, 1959 and was established by the Western Regional Government. Ever since, the establishment has engaged in sending different innovative visual text, drama, advert and other programmes to the viewers.

In recent times, viewers understand television signals better when it is accompanied with graphics and animations because of the uncommon movement of the graphics and cartoon that gives more understanding of the content. Jarmo (2010)opinesthat television contents get more attention of the viewers through the media vehicle used. The television and new media provide these opportunities due to their motion effects and audio signals.

Content is the major engine that triggers the audience towards certain production. Ibrahim (2019)explains that if programmes and content are not well designed to suit consumer's wants, the broadcast station might not get the attention of the target audience. Content Programming remains a key instrument for attracting audience and determining the viability of a station. Visual content gets more viewers when it is created with colourful graphics that can gain the attention of its targeted viewers.

Graphics refer to the use of various visual elements of a page (words, pictures and colour) for production that will appeal to the viewers. Mike (1984)explains that graphics started with being written before a picture was introduced to the text in order to enhance creative arts. Graphics are used as promotional and awareness tools in road shows, bill boards, papers, pictures and television programmes. Creative graphics help in convincing consumers while making their choice of products, books and television programmes. Hassan (2016) states that

graphics help to communicate information successfully and effectively in a lighter mood to people.

Animation is an upgrade of graphics in 3D format. This means that graphic can be improved with movement through editing software on the computer used to animate graphics. Hassan (2016) adds that animated graphics are the most effective in teaching, exhibition, presentations and screen productions. Creating awareness can be more effective with the use of visual graphics which are well designed to motivate and captivate the attention of viewers.

Covid-19 is a deadly viral disease that surfaced in 2019.Itoriginatedin China and have killed many people throughout the world. World Health Organization (WHO) (2019)explainsthat the first case of covid-19 also named SAR-COV-2 was first reported by officials in Wuhan City, China, in December 2019. Despite all the efforts ofthe World Health Organisation in combating the pandemic, Corona Virus still remains the talk of every nation. Scientists from different fields have tried to come up with different drugs but have not gotten the cure to the virus. The only remedy is to engage in cleanliness, social distancing and the use of face masks to curb the spread of the deadly disease. In this case, visual graphics and animation are used as adverts on television to create awareness for people to know the rate at which the virus can be deadly to individuals, homes and nations. This research work investigates the effectiveness of visual graphics and animation on the awareness of Covid -19pandemic, and if graphics and animation have fulfilled their role in reducing the spread of the virus.

Statement of Problem

Graphics and animations are some of the key instruments used by the media to communicate, emphasize and appeal to their target audience. In fact, they are artistic tools that can be used to express big issues in a lighter mood. Unlike the days of texts without colours, pictures and movements, creating captivating graphical arts requires great thinking and ability to adapt pictures and scenarios to create moving visuals called animation. It is observed that young viewers have found 2D or 3D visual content more interesting because of the discovery of graphics and animations which is used to persuade the viewers through adverts, programmes, jingles, montage and other creative productions that can make impact in the society especially in slowing down the spread of viral disease and awareness purposes. Shaaron (2008) states that graphics and animation area new form of art representation that brings about virtual reality which is a key innovation that technology has brought to the viewers.

This research seeks to determine if these innovations have impacted on the target audience, and the rate at which graphics and animation contents of television stations have helped the nation Nigeria and the world to stop the spread of CoronaVirus.

Research Questions

The following research questions were raised to guide the study:

1. To what level does television graphics and animation help to create awareness about covid-19?
2. How does television graphics and animation on covid-19 awareness appeal to viewers?
3. What is the effect of television graphics and animation in the prevention of the spread of Covid- 19?

Review of Related Literature

The use of graphics by the media

E-Learning guild (2017) states that graphics are used by media channels such as print media, new media and television stations that make use of the elements to describe their contents in order to inform the target audience. Graphics involve visual designs with the aid of fine art skills. Strong visuals help in spreading information in a simple way which will be more understandable by the viewers. Mike (1984) explains that graphics started with the invention of writing in letter words before pictures and images were introduced to the art. Right from the early Egyptian days to the present era of Europeanrenaissance, creativity has been the core focus of the content writers and editorsto write and

create meaningful piece that will be impactful to the viewers, in other words graphic design has experienced a high form of revival in innovation and acceptance by the viewers. Krys (2001) states that motion graphics are used to send information through visual series. Motion graphics are created in special ways, each with different characteristics but certainly with a sense of attraction.

Visual animation: an upgrade of graphic element

Bharul (2013) states that animation simply means giving life to a still image, text, and object. It is an act that involves transformation and creativity. It creates images that seem real to viewers. Production of animation is necessary in the production of movies adverts and other persuasive productions. This enables viewers to stick to the station and want to watch a particular production again.

Mohsen (2014) adds that motion graphics were first posed by John Whitney, the well-known animator, in 1960. Saul Bass was the first person who outstandingly makes use of motion graphics in his works. Guo(2014) says that animation is a three dimensional invention that was introduced to improve visual effects of graphics in order to increase the creativities and dynamism of television programmes to satisfy the audience. The computer technology and software hasmade it possible for various media creativity in order to express certain idea at the simplest rate. This is to make communication easy and accessible to everyone. Animations are created with visual programmes and software starting with the idea of graphics text, pictures and fine art before it is upgraded to the animation stage through the editing programme on the computer.

Mohsen (2014) also added that moving graphics video or animations are created through software technology and also by making anillusion of movement or changing the appearance of visual elements. Motion graphics are usually accompanied by sound which is used to give details of the video.

Zhang (2013) also opines that the development of modern computers has made animation and media work easier. This has resulted in more development in the productions of visual content and the medium in which the content is transmitted. Computer technology has revolutionized the use of graphics and animation in the production of various visual contents which are disseminated by the media. Computer animation was originated from the United States and since then, the growth of multimedia technology and applications has helped and provided media firms with great opportunities to explore in their business. Creative artists and editors are coming up with great innovative ideas to fill the screen with beautiful pictures and movements. Niksa (2008) states that visual graphics are motion contents that always contain video, film, animation, photography, illustration, typography and music. The intervention of the new media and improved technology which accelerates media creative pace has brought changes in design, because of the demand for unique graphic design on television, Internet, video games and other electronic device interfaces.

Philip (2020) adds that animation process involves planning and procedure that include preproduction, production, scripting, story board, audio track and so on. These processes also involve the use of skilled man power, materials (audio visual equipment and gadget) and financial resource to attain production success.

Effect of Graphics and Animation onviewers

Alex (2020) writes that animations are made in different style either 2D or 3D.This depends on the project and budget of the producer. A good animation advert must be captivating and appealing to engage the audience and this is one way the media became more relevant in the society. Mohsen (2014) explains that visual communication makes use of graphics to prompt eyesight and display most of visual contents that can be seen through film, advertisement, signs and paintings which are made for the benefits of the veiwers.

Guo(2014) states that the combination of both computer visual graphics and art forms of 3D computer animation has presented to viewers an evolution in media production. This givesprivilege to editors to offer people a new world to fully demonstrate their imaginations and artistic talents.

Recently, special effects technology is widely applicable and acceptable in TV production.

Visual graphics/animation and viral disease awareness

Multimedia technologies enable the users to integrate and manipulate ideas using video, images, graphics, animation, audio and text on a single hardware platform. Presently multimedia has become the latest cultural phenomena in the information sector. The rapid innovation of multimedia technology over the last decade has brought about fundamental changes to computing, entertainment and education. Niksa (2014) states that graphics and animation are used to communicate an idea which maybe the most important component that motion graphics must fulfil and one of the criteria, which conditioned its creation. Graphics and animation production are used for indirect communication with the use of pictures, colours and costumes that serve as attribute to the original image.

Alex(2020)states that animation has been an effective visual storytelling tool, and has gained more recognition in creation precaution measures in outbreak of viral disease. He also adds that animations have become one of the hottest trends in content production.

Natishah (2020)explainsthat visual artists and designers have used their creative skills and digital knowledge to create visual informative illustration that can help distribute advice on how to curb the spread of viral diseases. They pass messages on reducing the spread by telling viewers that hand-washing has been identified as one of the key ways people can avoid spreading Corona virus, with the introduction of social distancing to minimise contracting the disease. *Natishah also adds that g*raphic designers and illustrators have created massive powerful images and animations that can explain better what the virus looks like and have spread the message through various images including visual representations of symptoms and comic representations of self-quarantine.

A 90-seconds animation called Cartoon monster by Niyi Akinmolayan (2020), a filmmaker is one of the creative viral videos that explained the effect of the virus to youngsters. The video was made after five attempts and was later released to the viewers and can be downloaded in English and Igbo. The video has received hundreds of download in few weeks of being released into the public domain. This graphic and animation work has helped in spreading the news about the viral disease in simple way to slow down the spread.

Sanjivani (2012) explains that the media is more so an essential tool in times of disaster management due to the large reach of audience and in terms of geography and the benefit of content in the local language. Other adverts and innovative programmes were also made by various television stations and media firms which was able to tell stories about the virus and the danger behind getting into contact with the person who has the disease.

Effect of media campaign

The media is a powerful tool that can be used to disseminate information for systematic change among individual and the nation at large. Media campaign has promoted the activities of media such as print, electronics and digital media. Daniela etal. (2018) state that media platforms among other media source are promising tools for marketing, advertising and media campaign related to health issues. Adrian etal. (2006) explain that the mass media campaigns are regarded as important and should be the fast means in reporting incidents and the first step in creating awareness about physical activities and health issues in the community. Melanie etal. (2014) believe that mass media campaign helps in the wide spread of information and also is used to report the level at which certain health issues is affecting the society through routine use of existing media such as television, radio, newspaper and the new media. Media campaign can help even people in the rural area or far distance get information and spread it to others in order to be cautious in their daily activities.

Theoretical Framework

This research is anchoredin certain theoriesof mass communication that are relevant to this study. These theories are the Usesand Gratification theory and Social Responsibility Theory.

The Uses and Gratification Theory

This theory was propounded by Elihu Katz, Jay Blumler and Michael Gurevitch in 1974.The Uses and Gratification theory of the media provides unique conceptual framework to explore the relationship between broadcast stations and audience engagement. The theory is set to reveal that every audience has the mind to derive certain benefit from the media. Unlike other media theories that view media users as inactive, Uses and Gratification sees users as active agents who have control over their media consumption.

The theory affirmed that there is need for the media (television) to create effective contents (videos) that will influence audience to tune to certain stations in order to consume and digest the piece of information disseminated. This is a way to make many people aware of incidents like viral diseases and slow down the spread. A related review by Melanie etal. (2014) opine that the media help in making awareness campaign and spread information in a way to report the level at which certain health issues have affected the society through routine use of existing media such as television, radio, newspaper and the new media.

Cultivation Theory

Cultivation theory explains that repeated exposure of viewers to television contents over time can systematically influence viewer's perceptions of reality. George Gerbner and Larry Gross theorised that television is a medium of the socialisation of most people into standardised roles and behaviours. Revision world (2020)explains that Cultivation Theory made it known that television influences its audience to the extent that their view and perceptions start reflecting what they repeatedly see. This reveals that television is considered to contribute independently to the way people perceive social reality and will have an effect on the audience's attitudes and values. Long term exposure to violent media makes the audience less likely to be shocked by violence. Being less shocked by violence the audience may then be more likely to behave violently.This means that viewers easily believe, respond and relate to what is seen on their screen than what is just told or heard via any other media source. Viral diseases can also be curbed and slowed down by campaign messages on various television screens. The theory has made it clear that watching graphics and animation contents has added to media's relevance in the promotion of awareness campaign on covid-19. Amedu and Abioye (2020) explain that the media are so relevant in developing countries in disseminating information to masses about public health related issues.

Methodology

This paper makes use of quantitative research approach. The research design for this study was the survey method. This involved the use of the questionnaire to get the data needed for the study. The survey design was used to gather data from respondents using the questionnaire. Items from the questionnaire were drawn from the research questions. This was to enable respondents give accurate response to the research questions. The questionnaire has two sections (section A: Demographic data of the respondents: Section B: On the variable of the study).The questionnaire had 15 items. The population of study was Lead City University students residing in Oluyole Local Government Toll Gate Ibadan. The simple random sampling was employed to select 150 residents. The study was carried out between May 2020 and September 2020.After the administration of the questionnaires, 143 copies were returned and found valid for analysis. The data generated was analysed by the researchers and presented below in simple percentage tables for easy understanding.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Analysis of Demographic Data

Table 1:Gender of Respondents

Gender	No of Respondents	Percentage
Male	62	43.4
Female	81	56.6
Total	143	100

Table 1 shows that 43.4 (62%) of the respondents were male, while 81 (56.6%) of the respondents were females.

Table 2: Age of Respondents

Classification	No of Respondents	Percentage
15-20	18	12.6
21-25	48	33.6
26-30	77	53.8
Total	143	100

Table 2 shows that 18 (12.6%)of respondents were between the ages of 15 to 20, 48 (33.6%) of the respondents were between the age of 21 to 25,while 77(53.8%) of respondents were between the ages 26 to 30.

Table 3: Awareness of television Graphics and Animation on Covid-19

Awareness	No of Respondents	Percentage
Yes	130	90.9
No	13	9.1
Total	143	100

Table 3shows that 130 (90.9%) of the respondents are aware of the television graphics and animation content, while 13 (9.1%) of the respondents are unaware of the content.

Table 4: Respondents who have ever seen television Graphics and Animation

Respondent who ever seen the content	No of Respondents	Percentage
Yes	131	91.6
No	12	8.4
Total	143	100

Table 4 shows that 131 (91.6%) of the respondents have seen the television graphics and animation video on covid-19, and 12 (8.4%) of the respondents have not seen the video.

Table 5: Rate of seeing Covid-19 Graphics and Animation Video

How often is the video seen	No of Respondents	Percentage
Very often	61	42.7
Often	40	28
Less often	18	12.6
Not often	24	16.7
Total	143	100

Table 5 shows that 61 (42.7%) of the respondents have seen television graphics and animation video on covid-19 very often; 40 (28%) of the respondents have often seen it;18 (12.6%) of respondents have less often seen the video, while 24 (16.7%) of the respondents have not often seen the content.

Table 6: Appealing Rate of Covid-19 Graphics and Animation to Viewers

If the content is appealing or not	No of Respondents	Percentage
Yes	120	83.9
No	23	16.1
Total	143	100

Table 6 shows that 120 (83.9%) of the respondents stated that the television graphics and animation video on covid-19 is appealing, while 23 (16.1%) of the respondents stated that the content is not appealing.

Table 7: Factors that influence respondents to watch the video

Influencing factors	No of Respondents	Percentage
Health Factor	58	40.5
Academic Factor	19	13.3
Production Factor	18	12.6
Entertainment Factor	48	33.6
Total	143	100

Table 7 shows that 58 (40.5%) of the respondents watch television graphics and animation video on covid-19 because of health factor;19 (13.3%) of the respondents watched because of academic factor; 18 (12.6%) of respondents watched the video for production factor, while 48 (33.6%) of the respondents watched for entertainment reasons.

Table 8: If the Content is of Any Use to Respondent Age Classification

Usefulness to age classification	No of Respondents	Percentage
Yes	119	83.2
No	24	16.8
Total	143	100

Table 8 shows that 119 (83.2%) of the respondents stated that the television graphics and animation video on covid-19 is of great use to their age classification; 24 (16.8%) of the respondents stated that the video is of no use to their age classification.

Table 9: respondents' rating of the content watched

Rating of the content	No of Respondents	Percentage
High	85	59.4
Very high	31	21.7
Low	20	14
Very low	7	4.9
Total	143	100

Table 9 shows that 85 (59.4%) of the respondents rated television graphics and animation video they have watched on covid-19 high; 31 (21.7%) of the respondents rated the video very high;20 (14%) of respondents rated the video low, while 7 (4.9%) of the respondents rated the content they watched very low.

Table 10: If the Content Suits Respondents' Expectations in Curbing Covid-19

If up to expectation	No of Respondents	Percentage
Yes	101	70.6
No	42	29.4
Total	143	100

Table 10 shows that 101 (70.6%) of the respondents stated that the television graphics and animation video content on covid-19 suits their expectations, while 42 (29.4%) of the respondents stated that the content does not suit their expectations.

Table 11: If the Content watched is beneficial to respondents

If Content is beneficial	No of Respondents	Percentage
Yes	89	62.3
No	54	37.7
Total	143	100

Table 11 shows that 89(62.3%) of the respondents stated that the content watched is beneficial, 54 (37.7%) of the respondents stated that the content is not beneficial to them.

Table 12: Effectiveness of the graphics and Animation content in preventing covid-19

Effectiveness of the graphics	No of Respondents	Percentage
Yes	113	79.0
No	30	21
Total	143	100

Table 12 shows that 113 (79.0%) of the respondents stated that the information with television graphics and animation video on covid-19 is effective in preventing the spread of the virus and 30 (21%) of

the respondents stated that the content is not effective.

Table 13: Extent of the Television Preventive Measures and Usefulness to Respondents

Extent of usefulness of preventive measures	No of Respondents	Percentage
Very high	72	50.3
High	30	21
Average	29	20.3
Verylow	12	8.4
Total	143	100

Table 13 shows that 72 (50.3%) of the respondents stated that the preventive measure in the content watched is very high; 30(21%)found the content highly useful;29 (20.3%) of the respondents saw the usefulness as average;12 (8.4%) of respondents stated that its usefulness is very low.

Table 14: if television graphics and animation content a tool for rapid change

Tool for rapid change	No of Respondents	Percentage
Yes	124	86.7
No	19	13.3
Total	143	100

Table 14 shows that 124 (86.7%) of the respondents stated that the television graphics and animation content on covid-19 is a tool for rapid change, while 19 (13.3%) of the respondents did not regard the content as a tool for rapid change.

Table 15: if the piece of art promoted the media firm as content creator

Promotion of media firm	No of Respondents	Percentage
Yes	138	96.5
No	5	3.5
Total	143	100

Table 15 shows that 138 (96.5%) of the respondents stated that television graphics and animation video on covid-19 have promoted the media station as content creator; 5(3.5%) of the respondents stated that the video has not promoted the media station.

Discussion of Findings

In providing solution to the problem of this paper, the three research questions posed were answered as follows:

Television graphics and animation content as means of creating awareness on covid-19

From the data gotten it was revealed that 130 (90.9%) of the respondents are aware of the television graphics and animation content. 131 (91.6%) of the respondents have seen the television graphics and animation video on covid-19. Also 61 (42.7%) of the respondents do watch the television graphics and animation video on covid-19 very often, while 40 (28%) of the respondents often seen the video on covid-19 awareness.

Thus, it can be said that Lead City University students are aware of the creative art of graphic and animation and as youth it has enable them to get informed in ongoing campaign of the viral diseases. The findings above are in line with the view of Ibrahim (2019) that visual content influences more viewers when it is created with colourful graphics that can convince people who watched the advert or programme.

Mike (1984) also explained that graphics are used as promotional and awareness tools in television programmes and that creative graphics help more in convincing consumers while making their choice of products, books and television programmes. Cultivation theory can be used to explain that repeated exposure of viewers to television contents over time can systematically influence viewer's perceptions of reality. This will bring about rapid change in avoiding contact with a carrier of the said virus.

Television graphics and animation content on covid-19 as a tool to appeal to viewers

From the data gotten it was revealed that 120 (83.9%) of the respondents stated that the television graphics and animation video on covid-19 is

appealing to the viewers, and that 58 (40.5%) of the respondents watched television graphics and animation video on covid-19 because of health factor while 48 (33.6%) of the respondents watched for entertainment reasons. The study also shows that 119 (83.2%) of the respondents agreed that the television graphics and animation video on covid-19 awareness is of great use to their age classification. 85 (59.4%) of the respondents rated the television graphics and animation video they have watched on covid-19 high, while31 (21.7%) of the respondents rated the video very high. This shows that the television content on covid-19 has appealed to the youth and had helped to inform them on the needs for social distancing among school mates and friends.

Thus the students of Lead City University Ibadan have seen the television graphics and animation video on covid-19 relevant and appealing which also have been effective in informing them on the need to avoid contracting the virus. They also find the accessed video of good quality by rating it high and relevant to their age classification. These findings support *Alex (2020) who states that graphics and animations have been an effective visual storytelling tool, which have gained more recognition since the outbreak of covid-19viral disease. He also added that animations have become one of the hottest trends in content production.* Story telling production captivates the mind of viewers especially the youth by relating to the graphics art and uncommon movement of images on the screen. This makes the content relevant to young ones. The Cultivation theory can also be used to explain that repeated exposure of viewers to television contents like the animation and graphic video can systematically influence viewer's perceptions of reality. This will bring about rapid change in avoiding contact with a carrier of the said virus thereby slowing down the spread of the deadly virus.

The Effect of Graphics and Animation in Preventing the Spread of Covid-19

From the data gotten it was revealed that 101 (70.6%) of the respondents stated that the television graphics and animation video content on covid-19 suits their expectations, and that 89(62.3%) of the respondents agreed that the content watched is beneficial, though 54 (37.7%) of the respondents stated that the content is not beneficial.113 (79.0%) of the respondents stated that the information in the graphics and animation video on covid-19 is effective in preventing the spread of the virus; 72 (50.3%) of the respondents stated that the preventive measure in the content watched is very highly rated and of great relevance. 124 (86.7%) of the respondents agreed that the television graphics and animation content on covid-19 is a tool for rapid change; 138 (96.5%) of the respondents stated that television graphics and animation video on covid-19 have promoted the media station as content creator.

Thus, this study revealed that the video watched matched their expectations and a good number of the respondents agreed that the content watched is beneficial. The students also said that the information in the graphics and animation video on covid-19 is effective in preventing the spread of the virus. It is also known that television graphics and animation content on covid-19 has been regarded asa tool for rapid change, while the television graphics and animation video on covid-19 have promoted the media station as content creator. In this context the media have been able to use the graphics and animation to help society in their own way and communicate with the heterogeneous youth. Adrian et al. (2006) explain that the mass media campaigns are regarded as important and should be the fast means in reporting incidents and creating awareness about physical activities and health issues in the community. Media campaign can help even people in the rural area or far distance get information and spread it to others to sensitise them to be careful in their daily activities. Melanie et al. (2014) also support the view that mass media campaign helps in the wide spread of information and also is used to report the level at which certain health issues are affecting the society through routine use of existing media such as television, radio, newspaper and the new media.

The Uses and Gratification theory can be used in supporting these findings as it expresses the relationship between the media and its audience.

The theory affirms the need for the media (television) to create effective contents (videos) that will influence the audience to tune and stick to certain stations in order to consume, digest and interpret the piece of information disseminated. This is a means by which many people get aware of occurrences like viral diseases and the way to curb them. This will definitely promote the station and make it relevant among others.

Conclusion

The students of Lead City University Ibadan have found the graphics and animation visual content on covid-19 relevant. The findings have shown that they have seen the video and are aware of rules guiding the containment of the viral disease. The video has therefore helped in curbing the spread of corona virus. The youth found the information in the content relevant totheir health needs and also entertaining. This had made the television an effective media source that fulfils its mission in connecting to the viewers and has done justice in passing information to the target audience.

Recommendations

- The media needs to develop in the production of more graphics and animation content that will cutacross all boundaries of age classification.
- The media should develop graphics and animation content that will address other health issues that can affect the youth.
- The government should assist the media firms in providing sophisticated equipment for visual editing and production in order to aid better media content and transmission.

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