

Level 1/2 Hospitality and Catering - Unit 1-1.1.4: Positive and negative uses of media

You need to be able to know and understand the different types of media, as well as the positive and negative impacts they can have on the hospitality and catering industry.

Different types of media

The list below names the different types of media that can be used to promote the hospitality and catering industry.

- **Printed media:** Different types of printed media can include:
 - ◇ magazines
 - ◇ newspapers
 - ◇ billboards
 - ◇ business cards
 - ◇ posters.
- **Broadcast:** Different types of broadcasting media include:
 - ◇ television
 - ◇ radio.
- **Internet:** Ways of promoting through the internet include:
 - ◇ social media, e.g. Facebook, Instagram, Twitter, etc.
 - ◇ Websites, e.g. TripAdvisor
 - ◇ ads on podcasts
 - ◇ blogs
 - ◇ email.
- **Competitive:** This could include being competitive with other establishments to attract and retain customers through competitions, deals, special offers and themed events.

Positive and negative uses of media

Named below are some of the positives and negative impacts the media can have on the hospitality and catering sector.

Positive impacts:

- Social media is free and isn't an extra cost for the business.
- Able to contact a larger and wider audience quickly.
- Attracts new customers.
- Builds business awareness.
- Customers can feel more of a personal connection with the business.
- Creates and builds customer loyalty.
- Media can target specific groups easily.

Negative impacts:

- Advertising in media is expensive, e.g. printed media and broadcasting.
- Having a bad or negative review/comment on social media can rapidly decrease the reputation of a business, e.g. through a comment retweet or share.
- Rapid spread of negative reviews, comments and/or feedback can be detrimental to the success of a business, leading the business potentially having to close.
- Having a bad reputation would decrease customer loyalty and less likely to attract new customers.

