The product that I have created as my media product is an educational website. It was created to educate people who have never read the book before. After reading the information on the website, the person should have brief knowledge of what the novel is about. The educational website includes several tabs, from the biography of the author on the first page, to characters, a brief summary of the novel, the themes, motifs and symbols in the novel. It even includes a media section where you are able to view a trailer for the movie, watch a full-length version of the movie and even listen to an audio-book.

The product that I have created, the educational website is aimed at people of all ages, especially younger people, who wish to learn more about John Steinbeck's, Of Mice and Men. The way I appealed to this audience is that I included several different tabs which have valuable information on them. The colour scheme is very neutral, which means that it doesn't scare away anybody who does not like this colour. Another way I appealed to the younger audience is that I included a media tab. Knowing how tech-savvy modern society is today I decided that if someone has a problem with reading the book, they would either be able to watch the trailer of the movie, even the whole movie. There is also an option for this audience to listen to the book. This may be helpful to some of the younger audiences who may not want to read the book, but instead listen to it. For all audiences, I included a fun section which includes a quiz of the book, for all those who are interested. A blog is also provided for everyone to ask any questions that they may have.

Some of the elements of emotional appeal that I used are the colour and the sound. People no longer have to check through other un-reliable sources of information. The colour is another part of the website's emotional appeal. It is a neutral colour which will appeal to all audiences and will not scare anyone away from visiting my website. Another element of emotional appeal is that this website has no advertisements and the website is free to use.