



**MEDIA EDUCATION**  
**STUDENT COURSEBOOK**

**ISBN 978-973-0-13643-2**

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**Sibiu, 2012**

## Unit 1: THE FOURTH POWER IN A STATE

“Whoever controls the media controls the mind” (Jim Morrison)



Give a definition of the media.

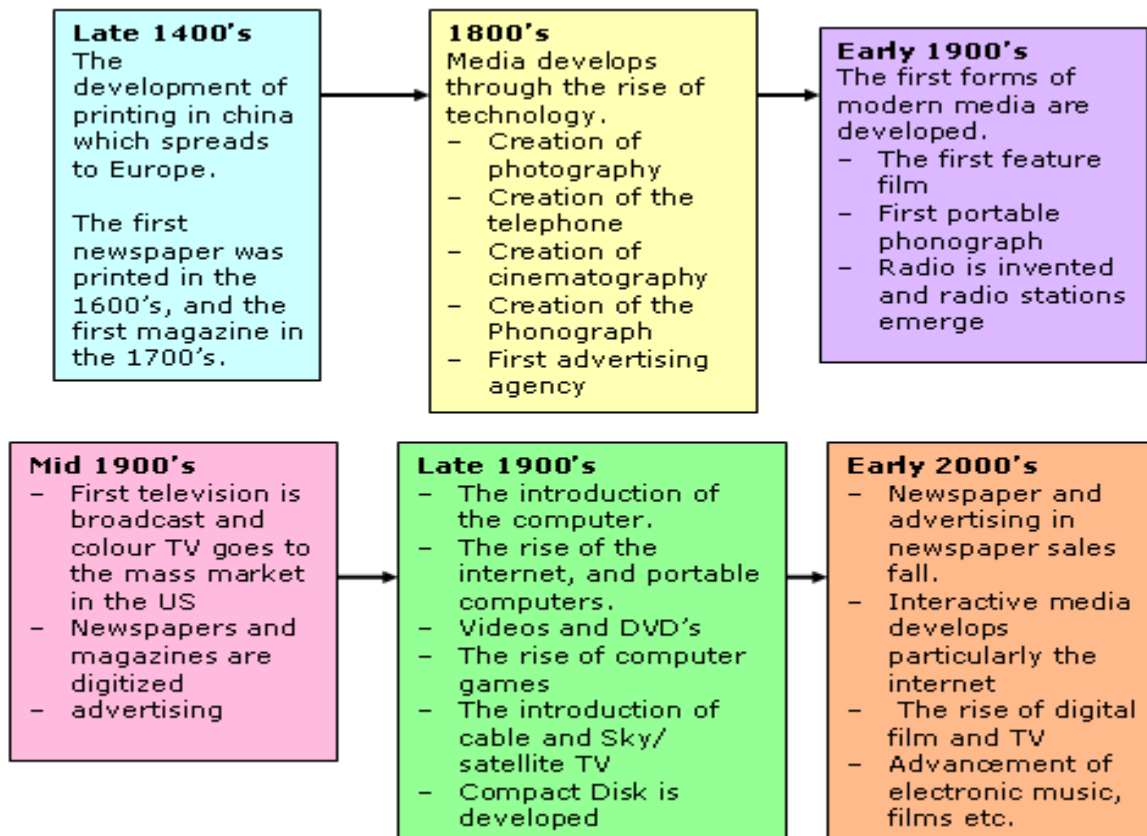
How do you think the media has changed in the recent years? Complete the following table with some features that you can think of.

Traditional Media	New/Modern Media



Explain how you think the following events have affected the mass-media:

<http://www.disabilityplanet.co.uk/critical-analysis.html>





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5. What percentage of TV content is consumed online or on a mobile device among 8 to 18 year-olds?
  - a.) 59 %
  - b.) 21 %
  - c.) 12%
  - d.) 8%
6. Of all time spent listening to music, 8 to 18 year-olds what percentage is spent listening to the radio?
  - a.) 41%
  - b.) 29%
  - c.) 23%
  - d.) 12%
7. What recreational computer activity do 8 to 18 year-olds spend the largest proportion of time on?
  - a.) social networking
  - b.) instant messaging
  - c.) playing games
  - d.) video sites
8. What is the average amount of time that an 8 to 18 year-old spends with the PRINT version of a newspaper during a typical day?
  - a.) 25 min
  - b.) 15 min
  - c.) 7 min
  - d.) 3 min
9. Among all 8 to 18 year-olds, what percentage say they use a computer, watch TV, play video games, text message, or listen to music while doing their homework "some or most of the time"?
  - a.) 19%
  - b.) 25%
  - c.) 31%
  - d.) 56%
10. Among 8 to 18 year-olds, what percentage says the TV is left on even if no one is watching "some or most of the time"?
  - a.) 15%
  - b.) 34%
  - c.) 45%
  - d.) 79%

(Information provided by the Program for the Study of Media and Health, Publish Date 2010-01-20)  
<http://www.pbs.org/teachers/digital-media-literacy/quiz-yourself/>



**Here's a set of essential questions we should ask ourselves whenever we approach the media as consumers. Why do you think they are important?**

1. Who created this message?
2. What creative techniques are used to attract my attention?
3. How do different people understand this message differently than me?
4. What lifestyles, values and points of view are represented in – or omitted from – this message?
5. Why is this message being sent?

([http://www.medialit.org/sites/default/files/14B\\_CCKQPoster+5essays.pdf](http://www.medialit.org/sites/default/files/14B_CCKQPoster+5essays.pdf))



**What do you think the role and the power of the media are?**



Read the following text and answer the question: “Which do you think the three Estates of the Realm are?”

The **Fourth Estate** is a societal or political force or institution whose influence is not consistently or officially recognized. "Fourth Estate" most commonly refers to the news media; especially print journalism or "The Press". Thomas Carlyle attributed the origin of the term to Edmund Burke, who used it in a parliamentary debate in 1787 on the opening up of Press reporting of the House of Commons of Great Britain. The term makes implicit reference to the earlier division of the three Estates of the Realm.

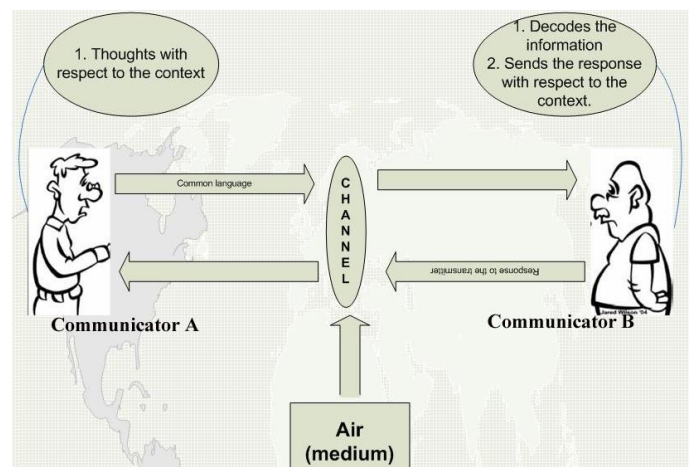
([http://en.wikipedia.org/wiki/Fourth\\_Estate](http://en.wikipedia.org/wiki/Fourth_Estate))

### 1. COMMUNICATION – THE BASICS

**Communication** is the process of delivering message(s) from source/sender to receiver, both of whom have their own role and are influencing each other. The source does so with the intention of encoding & sending the message through selected channel(s) to a receiver aiming to produce certain behavior.

The basic role of communication is to convey message(s) to individual, group and community in order to gain:

- knowledge
- experience
- information



The **source/sender** refers to an individual or a group or person that sends information. Its functions are:

- encoding the message
- selecting the code (verbal or nonverbal symbols)
- ensuring the message is received by the receiver
- interpreting feedback

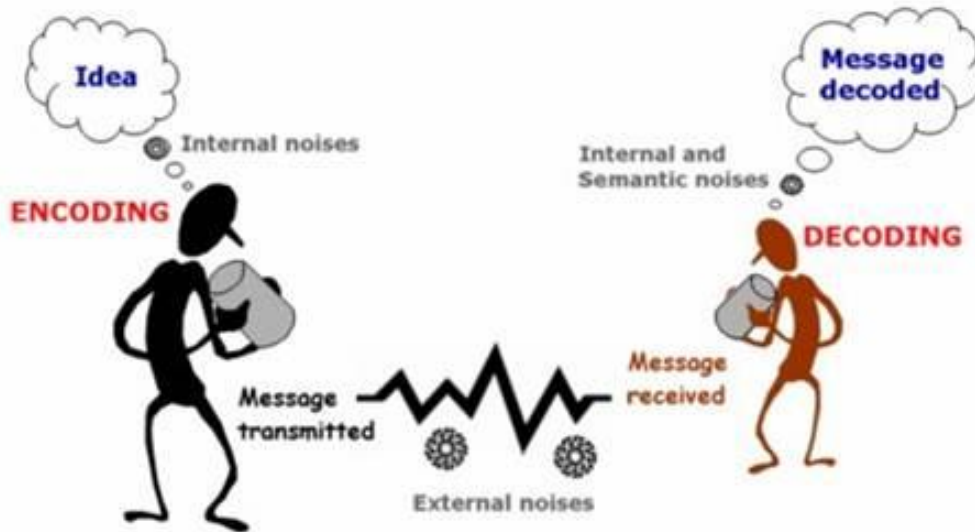
**Encoding** is the process where information from a source is converted into symbols (verbal and/or nonverbal) that are to be articulated. The entire encoding process involves different things like culture, gender influences, expectations, language, social system.

The **channel** is a medium used to convey information from a sender (or transmitter) to a receiver. **Verbal communication**, however, does not account for more than 7% of all communication. **Non-verbal communication** (body language and paralinguistic cues such as intonation, stress, voice tone, pitch, volume, rate of speech) accounts for the bulk (93%) of communication. Therefore, the channel is not necessarily the language, as we might think.

The **message** derives from the encoding process. It is a set of symbols (verbal/non-verbal) or content of information sent by sender of message. Selected verbal or nonverbal symbols give a specific meaning to receiver.

The **receiver** refers to an individual or a group or persons that receive information from sender/source of message. The receiver could be the ultimate target. It could even be a group of people who are

intended to receive the message. The function of the receiver is to decode the message. Decoding is the basic acknowledgement and understanding of what a text actually says.



**Feedback** is the response from the receiver to the message encoded by the sender. It is important for the sender because it ensures comprehension on the part of the receiver.

(<http://www.slideshare.net/ChenWeiJiang/communication-10096825>)



Now explain how the concepts above apply to mass media communication.



"Why must we always communicate? Why can't you just listen to me?"

The characteristics of **mass communication** are:

- the size of the target audience is normally big, heterogeneous, and anonymous
- the message is channeled publicly
- reaching big audience at the same time
- the communicator operates in a complex organization with high operation costs

## 2. THE WRITTEN PRESS



**In groups, talk to your classmates about the differences between paper-based and online newspapers and magazines, taking into account the following criteria:**

1. Portability / Accessibility
2. Availability / Maintainability
3. Ease of Use
4. Readability
5. Timely / Up-to-date



**Read the following texts comparing and contrasting the paper-based and the online versions of 4 well known American magazines. Make a list of the advantages and disadvantages of the two versions:**

### TIME

An American weekly publication that caters to news junkies on the go; stories are detailed and concise, often focusing on politics and other stories of great national and international interest, advertising is abundant yet nonintrusive, and by the types of advertisers I assume the average TIME reader is of a higher socioeconomic status than the average American citizen. Some of these advertisers are Cartier, Garmin, BP, Bose, Rosetta Stone, and Ameriprise.

TIME magazine's online counterpart is TIME.com; the online edition is a daily instead of a weekly and also covers a broader scope of material in greater detail. I would attribute this difference to a lower cost of production. Much to my surprise, the layout of TIME.com is very inconsistent from one page to the next, making it more challenging for readers to navigate and become comfortable with the site. I personally prefer the print version of this publication due to the mediocre layout of the online version.

### PEOPLE

A celebrity news magazine full of middle of the road advertising such as Cover girl, TNT, JC Penney, L'OREAL, AVON, Clinique, and Tide to name a few. This publication seems to be equal parts advertising and content. It is obvious that the magazine's target audience is primarily women, with a middle to lower end income, who make household purchasing decisions. Most of the magazine's content is straightforward and speculative, keeping readers abreast of celebrity news. Though, a small percentage of its content is speculative and would fall into the category of gossip.

People magazine's online counterpart People.com is very much in sync with the publication, the website is loud, noisy, and full of intrusive advertising. When moving from page to page the layout is at times inconsistent, not lending itself to the reader. The content of the website seems to be more speculative than the publication, carrying more "gossip" and timely celebrity news. I will never type people.com into my browser again; the online version gave me a headache.

### ENTREPRENEUR

Entrepreneur magazine has a great shelf presence with a thicker paper and a glossy finish. I feel as if I am consuming a higher end product just by touching the physical magazine. The content is specific to its viewership, featuring individuals pursuing new and innovative business ventures, and the story length is a bit lengthier than the previous two examples. Advertising is abundant, yet tasteful.

I must admit that I prefer the online counterpart of Entrepreneur, it's clean, minimal advertising, easy to navigate, and it offers an extraordinary amount of information that its print publication does not. I would recommend this site to anyone who's looking for popular business related articles. I feel as if I've lost nothing and gained a lot by switching to the online version.

### WIRED

WIRED is a fun, contemporary, technology publication that doesn't take itself too seriously. Though WIRED has a healthy helping of advertising it is often humorous and lends value to the publication (which I find to be a rare occurrence). Content is "of the times" focusing on emerging technology and trends, often incorporating interesting perspectives and humor.

WIRED.com is an even better version of its print self. Content is updated daily, consistently providing cutting edge stories that are both informative and entertaining (if you're into learning). WIRED.com has perfected the use of whitespace in its layout by creating an easy to navigate website with minimal advertising and seamless flow. I feel as if I've lost nothing by ditching the print version for the online version.

(<http://onlinepapermagazine.blogspot.ro/>)

### 3. NEWSPAPERS VS MAGAZINES



**Which are, in your opinion, the main differences between newspapers and magazines?**



**A newspaper is fundamentally different from a magazine in content and style, because of the way in which it is produced and who it is produced for. Read the following text and think of headlines to sum up the differences between newspapers and magazines:**



- Because people who subscribe to magazines usually are on a break, or plan on spending some time reading the magazine at their leisure, an article can be longer than it ordinarily would be in a newspaper.
- People who read a newspaper do not have the time allotment for reading that magazine readers do, and newspapers are made to be very disposable, so articles are shorter, have more punch, and get to the point quicker; they focus more on catchy headlines than on baseline concept, in an effort to capture the reader's interest and get him to read the entire story.
- Magazines as a general rule are more advertiser-driven than newspapers, so content in larger magazines is often very carefully checked against guidelines from those advertisers.
- Newspapers are driven more by readership than by advertisers. Newspaper editors tend to print articles that are controversial and would loath to have an advertiser, no matter how large, tell them what they can and can't run in their paper.
- Newspapers tend to have a myriad of writers all competing for the same reader's attention. They are usually specialists in certain areas like opinion and editorial, city editors, crisis reporters, or what's affectionately known as "fluff reporting" on items like home décor and parties; a newspaper, even a small weekly, will often have anywhere from several hundred on up to a thousand or more.
- Magazines tend to have small staffs of writers who wear all the hats: editing, writing, proofing, sometimes even doing some layout and photography. Many top magazines are run by one hundred or less staffers.
- A reader of a magazine is looking for an article which gives them a feeling that they have either learned something of value, or have connected in some way with the rest of the human race, or their country, or that they have at least gained value in the form of relaxation or entertainment. They want something special that will make them feel as if they have spent that



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relaxation time reading wisely. A magazine reader prefers to read writers who think like he does.

- A reader of a newspaper is more concerned with staying on top of current events and trends, and, since he is reading because he feels he needs to, he doesn't mind the controversial or occasional sad story. He needs to hear what's going on in his world, how to stay ahead of the game in his city, career, life, money, etc. And he expects not to agree with every piece of writing he reads. In general, most mainstream magazines are read at leisure, while newspapers are read purposefully, while the reader is in a bit of a hurry.
- 
- Most newspapers thrown into the driveway are only read 1/3 of the way through.
  - Most magazines however, especially women's, parenting, mainstream, and trade, are kept for as long as a year by their subscribers and read and re-read cover to cover.



**Now explain the following quote:**

***“This is because a newspaper is like vegetables in your diet,  
and magazines are like the dessert.”***

<http://www.writerswrite.com/journal/nov01/burch.htm>

## Unit 2: SPREAD THE NEWS

“It’s amazing that the amount of news that happens in the world every day just exactly fits the newspapers ” (Jerry Seinfeld)

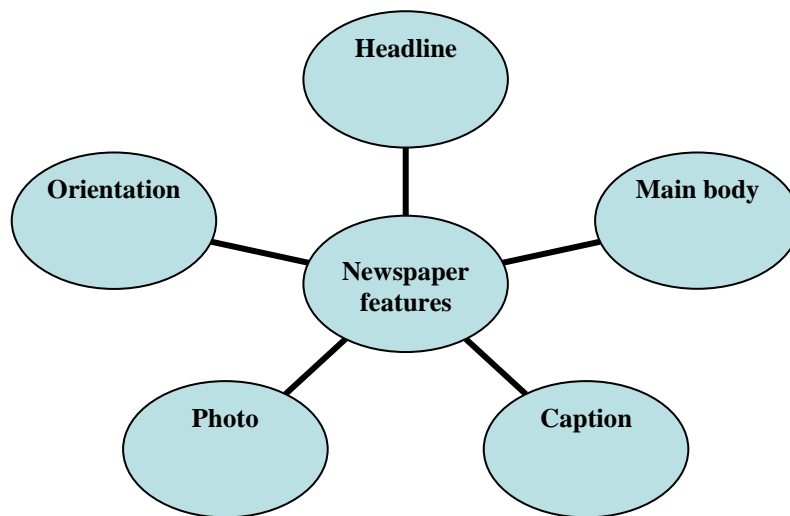
### 1. TYPES OF NEWSPAPERS



Do some research online and find out which the 5 most popular (best sold) newspapers are in the UK, the US and in Romania.



Think of as many key words as possible that you would associate with the newspaper features from the spidergram below:



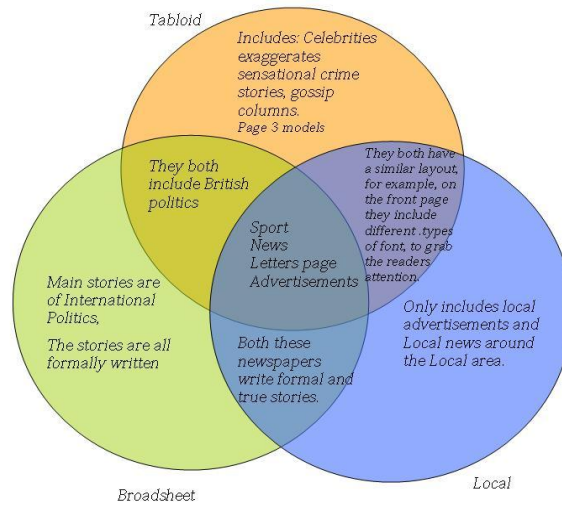
Newspapers can be broken down into a number of types. The table below contains all the right information, but it has got muddled up. Can you sort it out?

Type		Definition	Examples
1.National		a.) Contains some national and international news, but focuses on news relating to a specific area of the country	The Sussex Times South West Mercury
2.Regional		b.) Contains some national and international news, but focuses on fairly local news topics in detail.	Bath Chronicle Bristol Evening Post
3.Local		c.) Covers news across the whole country, together with international news.	The Daily Express The Guardian The Sun
4.Tabloid		d.) The largest type of newspaper. Covers all national and international news, often in a serious or formal way.	The Times The Telegraph The Guardian The Independent
5.Broadsheet		e.) Covers all national and international news. Often contains a certain amount of more gossipy or scandalous news items or more personal stories.	The News of the World The Daily Mirror The Sun

<http://www.teachit.co.uk/>



**Read the chart below and explain what it highlights:**



<http://chloetosh.blogspot.ro/2010/07/venns-diagram-for-3-types-of-newspapers.html>



**Do the Romanian newspapers fall into the same categories? Can you give examples?**



**The type of newspaper will affect the audience, and therefore the contents, language and style. Look closely at four different newspaper front pages and report your findings in the table below:**

	Newspaper 1	Newspaper 2	Newspaper 3	Newspaper 4
<b>Name of newspaper</b>				
<b>Type of newspaper</b>				
<b>Main story headline</b>				
<b>Main picture (How big is it? What does it show?)</b>				
<b>Other news items</b>				
<b>Language (Style)</b>				



**Explain why you think the front pages are different.**

## 2. TABLOIDS VS BROADSHEETS



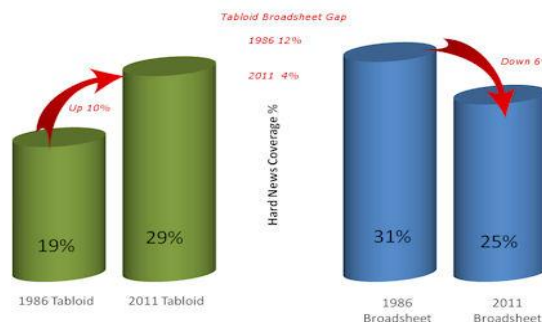
Decide which of the following features best describes a tabloid or a broadsheet:

Uses lots of emotive language	A mix of different stories found next to each other eg gossip next to current affairs
Aims to entertain	Shorter sentences
Pages have more words than pictures	Uses biased and emotional language
Formal style	Stories about celebrities and sports stars
Simple vocabulary	Newspaper is divided into sections, each with a clear focus
Less sensationalist language	Aims to inform
Longer, complex sentences	Complex vocabulary
Informal style	Pages have more pictures than words
Focuses on major world events and politics	Assumes its audience is educated and informed about current affairs

<http://www.teachit.co.uk/2010>



What do you think this chart below says about the evolution of our society?



<http://www.prmoment.com/795/how-newspaper-content-has-changed-over-the-last-25-years.aspx>



In order to understand the popular press, you will need to understand how the tabloid newspapers began. Read the brief history below and answer the questions.

The newspaper industry has a long history. The first daily newspaper in Britain was The Daily Courant published in 1702. The Times was first published in 1785 and has remained the longest running newspaper in the UK.

The word '*tabloid*' comes from the name given by the London based pharmaceutical company Burroughs Wellcome & Co. to the compressed tablets they marketed as 'tabloid pills' in the late 1880s. Before the compressed tablets, medicine was usually taken in bulkier powder form. As these new tabloid medicines were marketed, the popularity of the term became embedded in popular culture. The connotations of the term meant it was soon applied to other small items and to the style of journalism that condensed stories into a simplified, easily-absorbed format. The label of 'tabloid journalism' in 1901 came before the invention of the smaller sheet newspapers that contained it in 1918.

Newspapers have come a long way since then with use of colour, digital photography and new printing techniques, although the most notable change in newspapers has occurred in the last ten/fifteen years, with the rise of online news and interactive webpages.

Technology has had a massive impact on modern news. Since the 1990s newspaper institutions have started to produce online editions. The first national newspaper to appear online was The Daily Telegraph in 1994. An online format provides certain advantages over a print-based format. Online newspapers can update news stories and provide breaking news. The web allows for video and audio content and access to searchable archives. In recent years, technology has also allowed online newspapers to be accessed via mobile phones.

(<http://www.teachit.co.uk/2011>)

**Now answer the following questions:**

1. Which newspaper has the longest running history in the UK?
2. In your own words, how did the term 'tabloid' originate?
3. When did the condensed, tabloid newspapers appear in the UK?
4. What is the most notable change in the news industry over recent years?
5. Which newspaper was the first to create an online edition?
6. What advantages does an online newspaper have over print editions?
7. Why do you think news agencies offer an online edition of their print version?
8. As online news is free to access, how do you imagine it is funded?



**Do some research and find a story that has been reported in both a tabloid and a broadsheet newspaper. Compare the two stories and highlight the differences.**

### 3. PICTURES ARE WORTH A THOUSAND WORDS

Images in newspapers are presented in a deliberate way. Photographers, some of whom are known as 'paparazzi', will take a series of images and select the one most fitting for the story before selling it to a newspaper. There are some things you need to consider before looking at any image in a media context. **Captions** also help to anchor the reader and encourage them to think a certain way about the image.



**Take a look at the image below as well as at a selection of images from newspapers and discuss the following issues:**

- Has the image been cropped or enlarged to produce a particular effect?
- How powerful is the message sent by the image?
- Do the images tell a story in their own right?
- How are the people in the image represented?
- Is the picture a snatched one (i.e. is the person unaware that their photo is being taken)?
- How does the caption relate to the image?

## TSUNAMI VICTIMS SEND THEIR LOVE

Christmas card delivers message of thanks for \$1m aid

By DANIEL MILLER

THREE years after sending more than \$1 million in aid to 2005 Boxing Day tsunami disaster victims, Grafton businesswoman Pegg Mavin has finally heard back. A Christmas card in the mail last week confirmed at least some of the goods had reached victims. Mrs Mavin started a Boxing Day tsunami appeal, helping to gather clothes, toys, money and other goods for poor children and families affected by the tsunami, but had no confirmation of delivery to the needy.

The card from two young Indian boys changed that. The children, Narveen, 8, and Vamsi, 7, sent photos and messages of love to Mrs Mavin and her family, letting her know the care packets had arrived and were appreciated.

"When the letter arrived I was ecstatic," Mrs Mavin said. "I know then instantly that the work we've done for the tsunami



DELIGHTED: Grafton woman Pegg Mavin with her Christmas thank you card from two little Indian boys who received their toys from the tsunami appeal. Photo: DEBRAH NOVAK

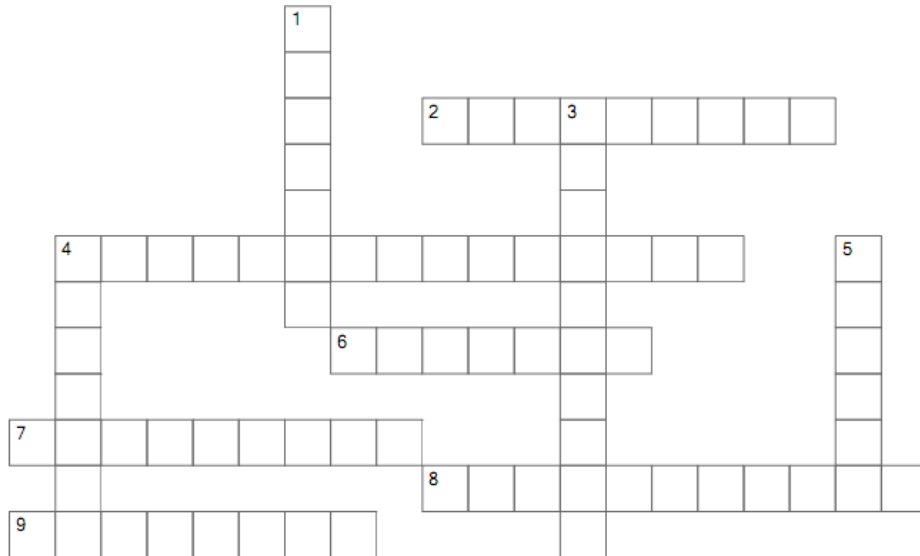
Narveen and Vamsi, of India, with the Pooh Bear toy they received from Grafton.

Continued: P3

## 4. WHAT'S IN A NEWSPAPER



Work in pairs to complete the following crosswords.



### ACROSS

2. An article giving opinions or perspectives
4. The right to speak freely; A civil right guaranteed by the First Amendment to the US Constitution
6. A sequence of drawings telling a story in a newspaper or comic book
7. The proprietor or head of a newspaper
8. A public promotion of some product or service
9. The heading or caption of a newspaper article

### DOWN

1. Brief description accompanying an illustration
3. One who sets written material into type
4. A special or prominent article in a newspaper or magazine
5. An article giving opinions or perspectives

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Journalists separate stories into types depending on their length or the position they are interested to take on a page. Some of these story types are the ones given below. Use a newspaper and try to identify stories pertaining to each of the categories below:

1. **SPLASH** – the main story on the front page of a newspaper
2. **PAGE LEAD** – the main story on a newspaper page. It is usually the longest story on the page and has the biggest headline.
3. **SUPPORT** – usually, the second largest story on a newspaper page, ‘supporting’ the main story.
4. **SHORTS** – stories that are usually between three and eight paragraphs in length
5. **FILLS** – stories of no more than one or two paragraphs, which are used to fill the gaps on the page
6. **NIB** – Our *news in brief*. One or two-paragraph stories that give only basic facts. They are often arranged in lists with small headlines on the front page of a paper. They usually refer to

stories carried inside the paper and give the page number on which the full story appears, so that readers can find it.

7. **NAG** – Or *news at a glance*. These are short news summaries that give the main points of a story.
8. **CLASSIFIEDS** – Short texts advertising jobs, houses, things for sale or things wanted (classified ads). (<http://www.teachit.co.uk/2005>)



**Which of these stories would you be interested in and why?  
Which do not appeal to you at all and why?**



### Newspaper Scavenger Hunt

**Choose one paper-based newspaper and look through it, writing down the answers to the following questions:**

1. Write the biggest headline on the first page of the newspaper.  
\_\_\_\_\_

2. Write a headline from the sports section of the newspaper about a sport you like.  
\_\_\_\_\_

3. Write the title of an editorial opinion piece in the newspaper.  
\_\_\_\_\_

4. When will the sun set today (you can find this in the weather section)?  
\_\_\_\_\_

5. Go to the classified ads. Copy the first line of an ad for a house for sale. \_\_\_\_\_

6. Write the name of a product that is advertised in the first section of the newspaper.  
\_\_\_\_\_

7. Write the first line of the caption of a picture on the first page of the newspaper.  
\_\_\_\_\_

8. Write the name of one of the editors of the newspaper.  
\_\_\_\_\_

9. Find an article about a foreign country. What country is it and what is the article about?  
\_\_\_\_\_

10. Write the headline of an article about science.  
\_\_\_\_\_



(<http://www.enchantedlearning.com/scavengerhunt/newspaper/>)

## 5. EDITORIAL DECISIONS

People often complain about the content of the newspapers, questioning why some stories which seem trivial are featured, while stories which they consider more important are not. This is because every newspaper has a specific audience in mind, with its own set of interests and concerns.

The person who chooses what to include in a newspaper is **the editor**. The editor will listen to suggestions from the **reporting staff** and will probably call a meeting to discuss the stories that could be newsworthy on a particular day. At the end of the meeting it is the editor who decides what will go to print.

The editor will want the newspaper to sell as many copies as possible and so will choose the stories that are of the biggest interest to the kind of people who regularly buy that paper – the target audience.



### In groups, you will form the editorial team of a newspaper.

- You will choose stories appropriate to your readership and will then go on to make the front page of your own newspaper.
- Each group will need an editor-in-chief whose jobs it is to make the final decisions about what will be included.
- Read the profile of your newspaper and pay close attention to the target audience.
- Each member of the group chooses one or two stories from the list of today's breaking news and argues for its inclusion in the newspaper.
- Remember to select stories which you think will appeal to your target audience.
- Don't forget that some of the 'local' stories may also have a wider appeal.
- You can choose to focus on a particular aspect of the story.
- The editor-in-chief decides the stories for inclusion
- Together you will then decide which stories should go on the front page, what titles to write and what illustrative images to use.

### The Local Chronicle

Your paper is designed to appeal to readers who live in the local area. Your readers come from all classes of society but think of your 'average reader' as living in a two-bedroomed semi-detached house. Typically they might be skilled tradespeople like decorators, electricians or hairdressers. Of course everybody is different and there is no such thing as an 'average reader' but the editor will have a certain idea of his/her audience in mind when making decisions.

Big news stories, such as catastrophes which happen elsewhere, will only receive coverage if they affect local people.

Typical stories will feature crime, or job prospects, or notable achievements by people from the area.

### THE FINANCIAL HERALD

Your paper is designed to appeal to professional or business men or women – the sort of people who go to work in designer suits. They may be accountants, solicitors, industrialists etc. They tend to be highly educated and comparatively wealthy, often owning more than one house. Their children are likely to be educated in private schools. Your typical readers drive luxury cars and go for expensive holidays.

Big news stories such as catastrophes that happen in the world will be mentioned, but not because of the 'human interest' element. How the catastrophe affects the insurance companies, the banks, politics or the price of imports or exports will be the main focus.

Typical stories will involve takeover bids, politics and the price of raw materials, such as coffee, gold or oil. The paper will feature international news as well as news from Britain.



### **The Daily Shout**

This is one of the best-selling papers in the country. Your paper is a tabloid with a sensationalist approach to news reporting. The topless models on page three may suggest a purely male target audience, but there are plenty of features about show business and celebrities which are generally considered to appeal to females. Your readers tend to be interested in celebrity news, real life 'human interest' stories and sport rather than politics or world affairs.

Big news stories, such as catastrophes that happen in the world, will be mentioned, but not necessarily on the front page and not in as much depth or detail as some other newspapers.

Typical stories involve celebrity scandals, health scares, cruelty to animals and news about the royal family.

### **The Outlook**

Typical readers might include people who work in the caring professions, such as doctors, nurses and teachers. They may be well-educated and successful, but rather than drive a luxury car they may cycle to work to save the environment. Their children probably go to state schools. Being fairly well-off they tend to live in large houses and may even be able to afford a second house abroad, but they would worry about the carbon footprint involved in flying there on a regular basis.

Big news stories, such as catastrophes that happen in the world, are strongly featured and the focus is on the human tragedy. Typical stories will often involve politics. The paper can be very critical of the government and how its policies impact on the poor. News from the arts world will be featured.

### **THE TRIBUNE**

Typical readers will be comfortably-off middle class people who own their own homes. They are worried about crime, immigration and falling standards in schools. They take pride in knowing 'what's right'. They have worked hard for their success and they do not approve of people who 'scrounge' money from the state.

Big news stories, such as catastrophes that happen in the world will be reported. Of course the readers will be concerned for the well-being of those unfortunate people. There will be special concern for any British people who might have been in the area.

Typical stories will involve falling of standards in all aspects of life, anti-social behavior by hoodies, some celebrity news and the latest trends in house prices.

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Here's a list of today's breaking news to choose from:

Shed burns down on local allotment. Pensioner Jim Swarbrick heart-broken.
Hurricane hits Costa Rica. Coffee crops ruined. Price of coffee set to rise.
X Factor contestant caught on camera in night club punch-up.
Duchess egged by climate change protestors as she opens new by-pass.
Two teenagers from local school have been fasting for charity for over a week. Not all money accounted for. Some cheating allegations.
'The greatest English poet since Shakespeare', Stanley Harvey, 59, dies from progressive haemochlorosis. Treatment for the disease was not available on the NHS in his county.
Big expansion of nuclear power planned. Uranium prices set to rise.
67 year-old woman to give birth in Swiss clinic.
Former Page 3 model becomes nurse and works for charity in Ethiopia.
Poll shows government to be very unpopular since it cut unemployment benefit.
Railway crash in Indonesia. 37 killed. 129 injured.
Fresco Supermarkets to open 100 new branches in China. "A risky investment", says Sir Alan Salt
Indian billionaire rumoured to be interested in buying local football club.
Local mayor's cat missing.
Body with two bullet wounds found in reservoir. 'No contamination of water supplies', claim water authorities. Police are investigating.
Enormous new silver deposits discovered in Antarctica. Price of silver set to fall.
Plenty of exercise and healthy eating the key to a good figure, long life and happiness, claim experts.
New car manufacturing plant to open locally. At least 2,000 new jobs. Local house prices set to rise.
Celebrity chef stole my secret recipe, claims local café owner.
Forgotten masterpiece by Leonardo da Vinci found in attic in Florence. Likely to break world-record price for a painting when auctioned next month.
Bee numbers falling, possibly due to the use of pesticides. Farmers very worried about the effect on their crops. Price of honey rising steadily.
Local residents angry that a new mosque is planned for an exclusive residential area. "The mosque would not be in keeping with the architectural character of this area of Victorian housing," residents claim.
Local shop owner charged with threatening teenagers who congregated outside his shop.

<http://www.teachit.co.uk/2011>

## Unit 3: BUILDING AN ARTICLE

“Journalism is literature in a hurry” (Matthew Arnold)



### Pre-Quiz

You are going to study a bit about the way newspaper articles are written. First, find out what you already know about the news. Read each of the following statements, and decide whether or not you agree with it.

1. News articles are only written about disasters, wars, and other catastrophic events.
2. Newspapers print articles that are of interest to readers.
3. News articles can use quotes and opinions from witnesses and observers.
4. News articles are error-proof.
5. If the information is not in the ‘lead’, or introductory paragraph, it is not important.
6. The purpose of news articles is to inform, not to entertain.
7. News articles are not enjoyable to read.
8. The lead of a news article answers the 5w-1h questions. (who, what, when, where, why, and how)
9. The style of a news article is narrative, like a story.
10. News articles contain dialogue.
11. News articles often contain imaginative details or elements of fantasy.
12. A caption is a short piece of text which contains a summary of a news article.
13. All news articles are accompanied by pictures.
14. ‘Headings’ or ‘headlines’, are long, detailed, complete sentences.
15. Locations that are well known do not have to include states.
16. If news articles have mistakes, corrections have to be published.
17. A news article can sometimes be made up of only a lead paragraph, and still adequately cover the information.
18. News articles use a lot of descriptive language.
19. News articles basically follow the same structure as an essay because they are both informative.
20. The skills and techniques used to write news articles, which are non-fiction, and stories, which are fiction, are completely different.

([http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf))



Now read the following text and see if you have changes your opinion about the sentences above:

### The Goals of a News Article

Most journalists try to follow certain guidelines in their work. These principles of journalism help make sure that when people open a newspaper, they can believe what they read.

1. A news article tells the truth: the journalist writes facts that are, to the best of his/her knowledge, true. A careful journalist only states things that he/she can prove to be true, and will ‘cite’ the source of any uncertain information. example: “According to Mrs. Brown, principal of North Oaks High School, most high school freshmen take Spanish as a second language.”

In the statement above, even if it is later discovered that more high school freshmen take French instead of Spanish, the journalist has not lied. He/she has only claimed that Mrs. Brown says more freshmen take Spanish, which is still a true statement.

## Media Education Course

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2. News is factual. Something that is factual can be proved or disproved. For example, “Last Saturday was a rainy day,” is a factual statement, because it can be clearly shown that last Saturday either was or was not rainy. “Rainy days are depressing,” is not a factual statement, because it is a personal opinion.
3. News articles are objective. They do not reflect the personal opinions of the journalist. Quotes and opinions of witnesses and observers to events may be included in an article, but they must be cited.
4. News articles relate information that affects or is of interest to the public. Some newspapers print articles that are of interest to a smaller audience. When the audience is concentrated in a particular region, such as a particular city or state, the newspaper is known as a ‘local’ paper.
5. The purpose of a news article is to report the facts of a current event or problem. Although many people enjoy reading the news, the purpose of a news article is not entertainment.
6. The language used in news articles is often different from the language that is used in everyday conversation, or in stories or narratives. The style of writing is impersonal, and the vocabulary is often more formal.  
([http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf))

### 1. ARTICLE STRUCTURE

We read and are influenced by newspaper articles on a daily basis. Newspapers and the articles contained within provide **information on current events and issues**, providing comprehensive detailed news reports with background information, interpretation and analysis. Newspaper articles also provide entertainment and are a reference for television, sport results, movie listings, community events and weather reports.

Newspaper articles provide information on newsworthy topics, meaning any event or issue of importance to the majority of readers. News articles provide the reader with all the **facts** about this issue or event including **who, what, where, when, why and how**. **Statements, comments and opinions from experts or people involved** are also included.

The structure of a newspaper article is often compared to an **inverted triangle/pyramid** with the most important details at the top of the article, with the least important information placed at the end of the article. It is important to keep each paragraph as independent as possible as paragraphs are usually cut to fit in pictures and advertisements. Don't forget that newspaper articles are not written in chronological order.

#### Headline

Each newspaper article has a title (called the **headline**) that is set in **large type**. The headline should be short, does not include a lot of detail, and should catch the readers' attentions. It is normally not a complete sentence, and tries to summarize the main idea or subject of the article. Headlines use **size, bold, capitals, different font styles, underlining** and sometimes **colour** to attract the reader's attention to the newspaper article that follows. The importance of the article is generally related to the size of the headline, with more important articles having bigger and bolder headlines.

#### Byline

The writer of a newspaper article is often not credited; if the author is mentioned, this credit is called the author's **byline**. This line tells who is writing the article but may also include the address of the author and the publication or news source for which he or she writes.

#### Paragraph 1: THE LEAD

The beginning of each newspaper article (the first paragraph) is called **the lead** (one or two sentences / 25-40 words long); the lead should summarize the main facts of the article, telling all or some of the 5 W's. State the **who** and the **what** in the lead, or the first sentence of the news article. If the **when, where and how** are important, include those as well. After reading the lead, the reader should know exactly what the article will cover. There should be no surprises.

The first paragraph should also contain a **hook**, something that grabs the reader's attention and makes the reader want to read the rest of the article (it could be a funny, clever, or surprising or provocative statement or even a question).

### Body Paragraphs

Further short paragraphs of about 30-40 words, each one having a main idea and a different fact. They may also include quotes from people involved or experts. In many newspapers, these paragraphs are found on subsequent pages.

The **nut graph** is the paragraph that contains the core information about the story and tells the reader why the story is important.

The remainder of the article contains **supporting paragraphs** that go into more detail about the topic, often including **quotes and interesting facts**. The less important information should appear later in the article, since the article may be **cropped** (shortened) by the editor (the person who puts the newspaper together) to make the article fit on the newspaper page.

### Conclusion

At the end of a newspaper article the facts and opinions are **summarised**, detailing the issue or event.

<http://voices.yahoo.com/beginners-guide-writing-news-stories-structure-222464.html>

## 2. THE LANGUAGE

Newspaper articles combine the following language features to **inform, entertain and persuade**:

- use clear and simple language
- keep the article short and to the point
- use active verbs (for example: Man bites dog) and not passive verbs (for example: Dog bitten by man)
- write in the third person (he, she, it, they)
- be objective - never state your opinion
- be balanced, not biased - (provide facts supporting both sides of the issue).
- use quotes to express others' opinions
- include quotes, comments, opinions, statements and observations from people involved or experts on the topic
- give people labels so that the reader knows who they are straight away, for example: "the Minister, Mr. Dash"
- avoid racist, sexist or religious slurs

Photographs, illustrations, graphs, graphics and maps are used alongside newspaper articles to **help present complex information** as well as add interest and colour.

Each picture, graph or illustration should have a **caption** describing or explaining it.

### 3. HEADLINES

Headlines convey information and attract attention using the following:

- short phrases and incomplete sentences
- figurative language
- stereotypes
- exaggeration



The headline of a news article can be written in two different ways. The traditional way is to write the headline in a purely **factual** manner as it conveys what the article is actually about. For purposes of the Internet, a factual headline is also more searchable than the second option.

The second option is to write a **clever**, sometimes **cute headline**. This works for newspapers like the Boston Herald, which runs the gamut between being newsy and being tabloid-ish. A clever headline may catch more eyes, but it is not as searchable online as a factual headline.

When using a factual headline online, writers can save the clever headline to use in the sub-heading. This way, readers will still be drawn in, and the headline will be searchable.

The headline does not have to be written first, it can be written last.

(<http://www.squidoo.com/newspaper-article>)

### Case Study

#### Newspaper Headlines for 8<sup>th</sup> January 2002

Gordon Brown's wife gave birth to a baby girl, Jennifer, but she died 10 days later. The following shows the headline decisions made by editors across the country, attempting to convey the right degree of sensitivity, sympathy and information. An almost impossible task!



**How do you rate their efforts? Give the editor a mark out of ten. This is one of those occasions where emotion is legitimate in news - indeed omitting emotions sounds wrong. How have editors conveyed emotion? Which words do the job? Where is the focus for sympathy – the baby or the parents? How has the paper handled the problem of names?**

Paper	Headline	Your rating
Financial Times	Browns' baby daughter dies in their arms at the hospital	
Yorkshire Post	Browns' baby dies cradled in their arms	
Star	(no mention)	
Mirror	Pray for Jenny ... WEEP FOR MUM AND DAD	
Sun	END OF THEIR WORLD Grief of Browns as Baby Jennifer dies	
Times	Browns' baby girl dies after 10 days	
Guardian	Browns devastated as baby dies	
Independent	In her parents' arms, Jennifer finally loses her struggle for life	
Derby Telegraph	She died in their arms	
Mail	SHE DIED IN THEIR ARMS	
Daily Express	SLEEP IN PEACE POOR JENNIFER	
Sport	Tears as Browns' baby dies	
Daily Telegraph	Jennifer dies in their arms	

(© 2006 www.teachit.co.uk)



The style of headlines in broadsheet newspapers is different to that of tabloids. Guess which of the following headlines came from a broadsheet or tabloid and explain your reasons.

- Hot pop-erty
- SFO called in to EU scandal



Most successful headlines make use of the language creatively. Here are some strategies of playing with words. Find examples in newspapers of headlines that would illustrate these four strategies.

- **Letter changing** - Sometimes writers will change a letter in a word to give a double meaning.  
Example: **Truck by lightning**
- **Alliteration** - Often using the same letter sound at the start of your words can create an interesting effect.  
Example : **Sending up the Stars and Stripes.**
- **Rhyme**  
Examples: **Green queen, Glass with class**
- **Puns** - A pun = a word in a sentence that can have two meanings.  
Example: **Christmas shoppers *stocking up*.**  
**Witch Halloween costume is for you?**

(<http://www.primaryresources.co.uk/online/powerpoint/headlines.swf>)



Here are four short news items and a series of headlines. Can you match them up? (There may be more than one headline example for each story). Also see if you can spot any language effects!

1 An aristocrat has left his £30 million fortune to his only friends - his dogs.

3 A fireman who has never tackled a blaze in 29 years missed out when flames finally flared – on his day off.

2 Peas are to stay on a restaurant chain's menu by popular demand

4 Henry the retriever escaped with just an injured paw after plunging 140ft from a cliff top.

### Headlines:

- *Dog survives*
- *What the blaze?*
- *Peas are back*
- *Flying dog*
- *Peas-ful menu*
- *Barking mad*
- *Rich dogs*
- *Fire! Fire!*

(<http://www.primaryresources.co.uk/online/powerpoint/headlines.swf>)

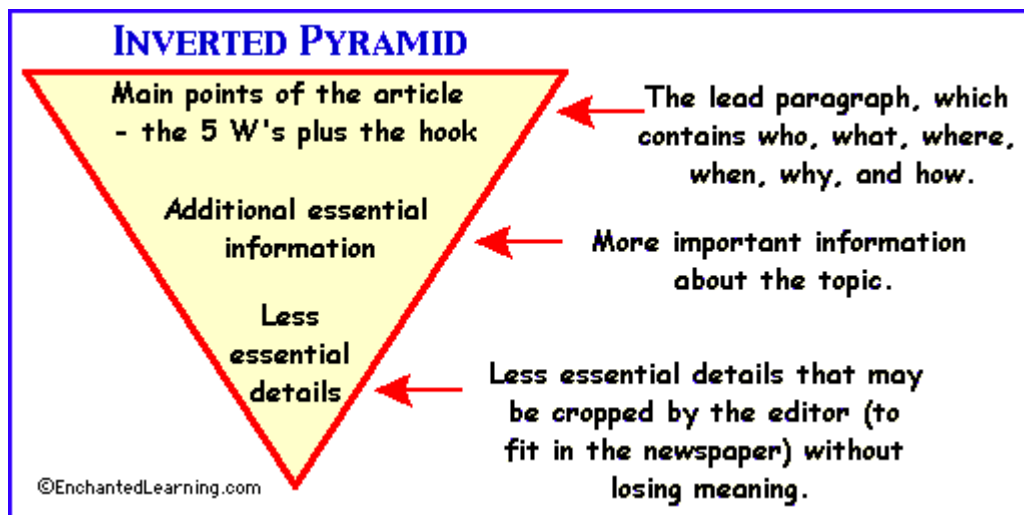


With a partner read through the following opening news sentences. Choose one to write a headline for. Try to use one of the language effects discussed before:

- 1) Giant waves have been crashing along the south coast. Freak waves, some topping a massive 10 meters, have caused havoc in a seaside resort.
- 2) Toodles, the most frightened dog in Britain, is scared of his own tail. The poodle runs yelping if he catches sight of it.
- 3) A baby rhino, Bubbles, has been born at Chesterfield Zoo. This is the first rhino born at the zoo.
- 4) A new Christmas card has been invented with a built –in camera that records the words and faces of anyone opening it.
- 5) Children at a London school yesterday arrived to find their teachers were not there. A mix-up had occurred and the teachers were away on a training event. Mum Maureen Fowl commented “it all seemed so quiet we all went home”.

(<http://www.primaryresources.co.uk/online/powerpoint/headlines.swf>)

#### 4. THE INVERTED PYRAMID



Imagine coming home and hearing this on your answer phone...

*“I’m being followed, so I can only talk for a minute. In this telephone call, I will reveal the location of a suitcase full of money. I will then explain who gave it to me and why. This telephone call will then go on to describe how to defuse the boobytrap without attracting unwanted attention from the dozens of armed mercenaries who are out to kill you at this very minute. After you have finished listening to this telephone call, you will be wealthy, healthy and safe, thanks to the important information that this telephone call has communicated. Uh-oh... I gotta go”*  
(click) <http://jerz.setonhill.edu/>



In which situation do you think such a text could have the desired effect?

Now work with a partner and use your imagination to compose a more useful phone message. Points to consider:

- What is the most important information?
- Order your information sensibly
- Carefully select your words to convey as much information as possible in the fewest words (about 100 words)



## History of Inverted Pyramid Writing



Read the following text and create 5 questions to which the answers can be found in the text. Then swap your questions with a partner and answer his/her questions:

Journalists in the American Civil War had to send information to their editors using military communication wires (veeeeery early versions of the telephone!). They often had very little time because not only did so many other correspondents want to use the wires, but communication wires were tempting targets for the ‘other’ side and a wire would often be cut moments into sending the results of the day’s battle.

As editors really didn’t care whether Mary Jane has lost her teddy bear early in the morning, but wanted to know who had won, it became customary for journalists to shout (very quickly): “The North won, 435 dead and 356 injured. Front line moved 2 metres.” (for example) and then add more detailed information like “John-boy Sulcombe was the man-of-the-match, taking down 24 of the horrid Southerners”. More details would follow until finally (hours later!) they’d get to “Oh, and tell Eloise that silly ol’ Mary Jane lost her Teddy Blue this morning”, which many would consider to be fairly irrelevant information.

Why do we still use it if it’s quite ancient? It is still in use because it gives the reader the opportunity to grab the headlines and a little detail if they have no time (Monday morning!) and to add to their knowledge of a story when they have time (Sunday morning!).

Newspapers now have so many adverts and ‘bits and pieces’ that much of the news is only allowed a certain amount of space – so again, the journalists need to get the important information across and just hope that the editor will keep as much of their story as possible.

(www.teachit.co.uk/2008)

## 5. THE 5 “W” S



Using the bits of information give below, re-make the article outline of the news report out of the selections.



### Who

Derek McSpud, a young man from Scotland aged 18,  
Sydney based entrepreneur Bruce Dingle,  
English Millionaire Colin Cashalot  
Retired police officer Bobby Beat  
Trainee teacher Mr Billy McBeard

### What

was arrested  
was asked to step in and help his ex-mates  
was interviewed  
had to appear in front of investigators  
was taken to see his head teacher

### Where

in Colne  
in his office  
in the local police station  
on the local TV station  
at the crime scene

### Why

about the recent changes in the system  
because he was familiar with the criminal’s MO  
for running around the corridors of East Street School  
because of financial irregularities in his oil company  
because of unconfirmed reports that he was an alien

### When

last Friday  
after classes ended  
on the 6 pm news  
this morning  
as soon as the event was reported



This page contains an article about a group of middle school students. Unfortunately, the sentences have been mixed up. Read through the list, and on the line next to each statement, indicate the part of the article in which it should appear (headline, lead, etc.). Once you have identified each sentence, go back through and order the statements to form the original story.

1. Seventh Graders Tell the News
2. Anytown, USA
3. Many other eyewitnesses were impressed by the students' motivation and enthusiasm.
4. On Monday, one thousand seventh graders argued and debated the issue of how to deliver the news appropriately.
5. Sources indicate that the school children were inspired to organize the debate by their English teacher, Ms. Garcia.
6. Although the class was a lot of work, the students are proud of what they accomplished, and are glad they had the opportunity to learn a little about journalism.
7. The debate on proper journalistic writing techniques took place at an undisclosed local middle school.
8. Local bookstore owner Shelley Mann praised this event as a "wake-up call for the whole community." She confessed, "I certainly hope this epidemic continues!"
9. Police chief Michael Jones added, "That teacher should be encouraged as much as possible. It really benefits the entire community, and not just her students."
10. Ms. Garcia is currently advising other teachers at the middle school on ways they can introduce newspapers into their classrooms.
11. Pen E. Flows, Writing Journal Associated
12. The certified and highly qualified teacher was not available for comment.
13. It has been suggested that she may be currently overwhelmed by an overabundance of writing assignments to grade before the end of the semester.
14. Ms. Garcia has been teaching English for twenty-four years, but has only recently introduced a unit on journalism into her classes.
15. The students all give the credit for their work to the influence of their teacher, who encouraged them to help spread the news.
16. She created the unit in the hopes of raising student awareness about different styles of writing.
17. The seventh-graders independently designed projects to test the effectiveness of several different styles of reporting.
18. A former student of Ms. Garcia's was interviewed and stated, "She's the best and deserves a big prize! She opened my eyes to reporting the facts."
19. A movie and book deal on the inspirational teacher is allegedly in the making.
20. Studies show that reading the news frequently helps people learn to write informative articles.

([http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf))



Try to organize the information below in order of newsworthiness/importance taking into account the rules discussed above. Then rewrite the sentences, adding linkers and paraphrasing where necessary to create a coherent news item. Think of a suitable headline.

<i>An accident occurred.</i>	<i>It happened yesterday.</i>
<i>Today is Tuesday.</i>	<i>The accident was a car accident.</i>
<i>It happened in Corby where Main Street and Broad Street meet.</i>	<i>One person was killed.</i>
<i>The person was John Frazier.</i>	<i>He was 20 years old and lived in Corby at 212 Moore Court.</i>
<i>He was driving a blue 1998 Ford Mustang.</i>	<i>He was driving northwest on Broad Street at about 5 pm.</i>
<i>He lost control of the car.</i>	<i>He was also driving about 20 mph over the speed limit.</i>
<i>He was the only one in the car.</i>	<i>The car smashed into an electricity pole along Broad Street.</i>
<i>The impact crushed the whole front of the car.</i>	<i>He landed on the pavement some 3 metres.</i>
<i>Frazier was thrown through the car's windshield.</i>	<i>He was killed instantly.</i>
<i>It was raining, and the road was slick.</i>	<i>He wasn't wearing a seatbelt.</i>

([http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf))

## 6. FACTS VS OPINIONS

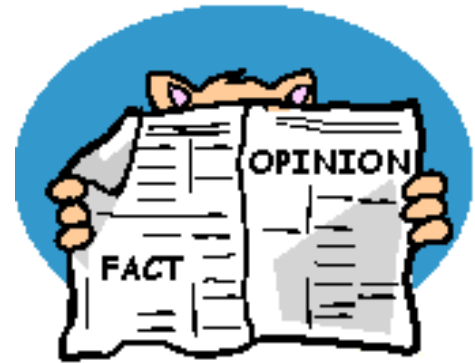
Facts can be all or some of the following:

- can be proven
- real for all people and places
- can be checked or measured
- can be observed (seen)
- are historical
- are 100 % true

Opinions refer to a particular person's (or group's)

- feelings
- thoughts
- judgments
- beliefs
- estimations

—————> anything that is not 100 % true and can't be proven.



**Decide which of the following statements are FACTS and which are OPINIONS:**

1. Commas are the hardest type of punctuation mark to study.
2. Twenty percent of the punctuation marks in an average book will be commas.
3. On Tuesday, the 7th of October, the talented English teacher presented the punctuation rules to the committee.
4. Professor Knowitall presented evidence to support the rules of punctuation in a forum last Tuesday.
5. The English language is studied in many regions of the world.
6. The English language is the most difficult language to study in the world.
7. During a heated debate, several grammarians who had proposed a change in traditional rules of punctuation were unjustly criticized by the old-fashioned grammarians on the board of directors.
8. Developments of new learning strategies are being proposed in a new language book entitled I Need Some Help Please!
9. The book contains some of the worst explanations around.
10. Some critics of the book argue that its contents may be inaccurate.
11. Reports show that less than fifty percent of high-school students read at an advanced level.
12. In a lovely classroom in South Carolina, the young teacher is applying her new skills to teach her language classes about grammar.

([http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf))



**News articles use language that is more formal than that used in everyday conversation. Read over the following statements, and decide if the statement is 'news-worthy', or if it is written in a narrative style. After deciding, write 'news' or 'story' on the provided lines.**

1. One day while a girl was walking, she came upon two people fighting.
2. Some families were at the mall the other day and saw a couple of people taking things from a store.
3. The case has been unsolved and the suspects are still at large.
4. According to a recent survey, a majority of the inhabitants believe the dairy plant is polluting the local water supply.
5. The kids formed a new club for after-school students.
6. One time, there were these students at the school who were in a bus wreck.
7. The committee unanimously voted to suspend him until a thorough investigation could be organized.
8. A number of years ago, the president of the club was a rock-climber.
9. Last week I saw a really amazing thing. I was watching TV and I saw a show about a ninety-year-old man who was running a marathon.
10. The guy got a ticket the other day for running a red light, and then not stopping when the policeman turned on his sirens.
11. The police questioned several witnesses on Friday in an attempt to determine the cause of the accident.
12. Have you ever heard of the Dead Sea? Well, if you haven't it is the most gorgeous and bizarre body of water.
13. In a land far away, two beautiful people were wed, and hundreds of people threw flowers and sang.
14. The victim is a candidate in the city council elections to be held this fall.

15. The effects of the acid rain have destroyed thousands of acres of crops.
  16. While visiting the broken-down farmhouse, I found a delicate glass container that was worth a lot of money.
  17. I told the reporter that a funny looking man was making faces so the kids would laugh at him.
  18. I'm not sure why Kate said it. She really couldn't have been thinking clearly.
  19. The cause of the mishap is still under investigation, and police have refused to issue a statement.
  20. During a press conference on Friday, authorities declined to comment regarding the incriminating evidence.
- [http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf)

## 7. EDITING



The following article contains mistakes in spelling, punctuation, and capitalization. Correct the article.



### Students Caught in Mystifying Case

Readalot pencilvania – According to numerous eyewitness report a major and shocking occurrence has happened in the community of readingalot pencilvania. The first reports indicates that on march 17, 2004, two unidentified students were caught holding and reading various textbooks and novles. An Official Investigation was lunched Yesterday to determine the truth about this matter. Since the investigation was anounced several witnesses have come forward to give testimony. One parents comment was It could'nt have been my child my son is an underachiever and only watches tv or plays video games someone must have forced those poor kids. I'm sure it wasn't their fault.

Statistics show that only twentytwo percent of american adolesents read voluntarily.. The community is in disbalief that local children would independantly do such a thing! The names of the suspects have not been released, and they have not been interviewed their parents however have been contacted. The Adolescents, both students at a local Middle School, were not in class at the time. An investigation is under-way to determine the cause of this strange and unexplained event.

Next week, a Town Meeting will be held to discuss the likelihood of future reoccurrences. Contact the local Reading renegade association for further information. Although the case remains unsolved the community is keeping closewatch on the students to determine the cause of this learning experience.

[http://www.abcteach.com/free/w/writing\\_newsarticle\\_middle.pdf](http://www.abcteach.com/free/w/writing_newsarticle_middle.pdf)

## 9. DE-CONSTRUCTING AN ARTICLE



Read the provided article and analyse its content to learn more about the topic as well as about the process of writing an informational news story. Be as specific as possible with all of your answers, referring back to the news story in your answers when appropriate.

1. What was the headline for the story?
2. Discuss the effectiveness of the headline in summarizing the story and getting the readers' attention.
3. Briefly describe the factual content of the story related to the lead: 5 Ws and the H.
  - Who:
  - What:
  - When:
  - Where:
  - Why:
  - How:
4. How did the end of the story summarize the main ideas and provide closure for the reader?
5. Facts in a news story are supposed to be arranged from most to least important. Do you believe the author did this effectively? Why?
6. Writing style is important in keeping those reading and listening to the story engaged. Comment on the use of the following throughout this story:

- active voice
  - precise, concise wording
  - interesting and varied word choices
  - unbiased reporting
7. Discuss the accuracy of the facts used in the story. How do you know that the sources used were reliable and accurate? Provide specific examples.
8. In what way did the use of quotations
- add to the credibility of the story?
  - make the story more interesting?
  - present differing points of view about the topic?
- (<http://www.pbs.org/now/classroom/acrobat/lesson05.pdf>)



### NEWS STORY PROJECT

- **Step 1:**

Work as a class to brainstorm a list of possible news story topics. These should be topics that would allow you to interview and investigate just like a local reporter would do on the job. Limit your selection to your local school and community to ensure you can complete the interviewing process.

- **Step 2:**

Select a topic you will use as the focus of your news story.

- **Step 3:**

Use reputable sources and one interview to collect the facts for your story. Record all of your notes/facts.

- **Step 4:**

Organise your news story. Make a list of facts and story-related information, putting the data in order from most to least important. Answer the following questions in order to help you organize your ideas:

1. What happened?
2. Why did it happen?
3. Who was involved?
4. Where did it happen?
5. When did it happen?

- **Step 5:**

Write your news story, including all of the required elements listed below:

- attention getting headline
- a strong lead containing 5 Ws and H (who, what, when, where, why, and how)
- quotations (we like to hear what others have to say about the topic of the story)
- true, accurate facts
- a strong summary
- information presented from most to least important
- sources cited for reliability

- **Step 6:**

Edit your work, checking to see that all required parts (listed above) are included and verifying that you have used the following in your writing style:

- active voice
- precise, concise wording
- interesting and varied word choices
- unbiased reporting

- **Step 7:**

Create your final news story using the template provided below.

<b>Headline</b>	
	<b>Picture</b>
	<b>Caption</b>

(www.teachit.co.uk/2005)

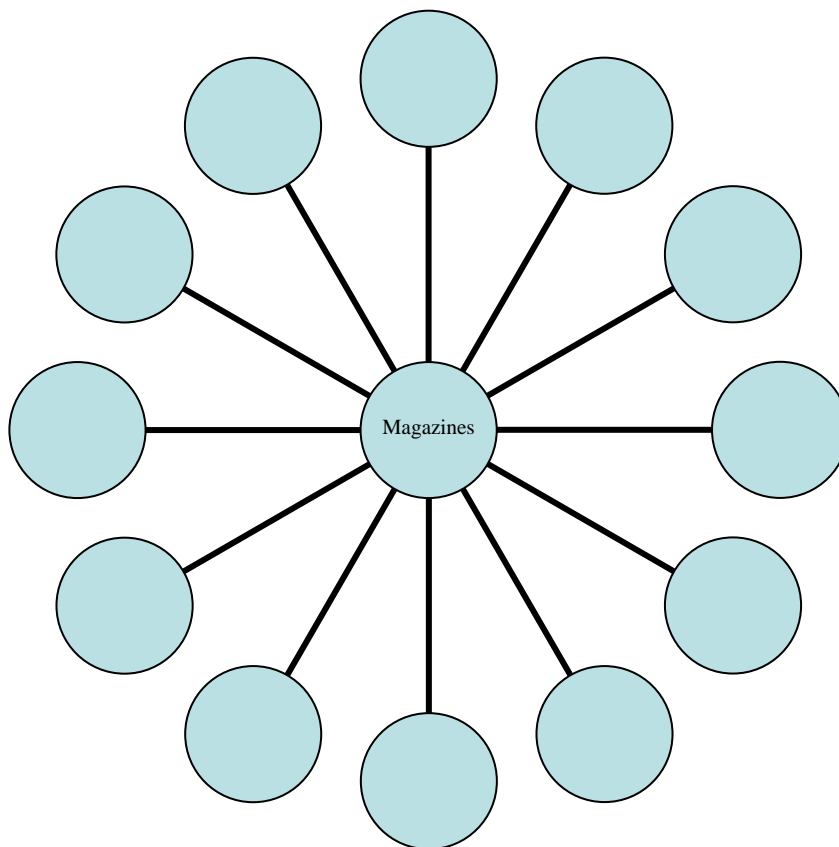
## Unit 4: MAKE IT GLOSSY

“Beauty magazines make my girlfriend feel ugly” (James De La Vega)

### 1. WHAT’S INSIDE?



Think about what types of information you can find in a magazine and complete the spidergram below:



In pairs, choose one magazine and investigate how many pages are given to each of the following areas:

- News
  - Gossip
  - Horoscopes
  - Letters
  - Advertisements
  - Competitions
  - Reviews
  - Other
- Create a pie chart to show the ingredients of your magazine.
  - Discuss the pie charts as a class.
  - What are the differences in ingredients between the different types of magazines?

## 2. MAGAZINE COVERS



These muddled terms and definitions describe features of a magazine cover. Match the term to the correct definition.

a.) masthead		1. information about the main articles
b.) puff		2. important or appealing information placed here as the magazine may be displayed horizontally
c.) central image		3. the title of the magazine; usually placed at the top of the front cover for display purposes
d.) pug		4. information about a magazine's contents
e.) left side third		5. words or phrases on the magazine cover used to boost status
f.) cover lines		6. the principal image on the front cover
g.) direct mode of address		7. a word or phrase describing the magazine and/or its readers
h.) tag line		8. words that talk to the reader personally

(<http://public.klp.rm.com/establishments/2044310/StudentSpace/media/MediaHomeworkBlogs/10BMe1/Lists/Posts/Post.aspx?List=809a2a8e-25d8-4bc1-8f93-a43733ba0249&ID=21>)



Take a look at the model below and use the terms above to label the features (if available) on the front cover of a magazine. Explain how each feature is used and to what effect.

The main story on the front of a magazine

Title and logo of magazine

Usually at top left and right hand corners of page displaying promotions, special offers or price of magazine.

The large font above an article.

Extra introductory headline

The choice of photograph can be influential in how the story is portrayed to the audience.

Other stories that are advertised on the front cover.



### **Congratulations!**

You have been selected as a judge for the 'best front cover' category at the prestigious National Magazine Awards!

Please review the shortlisted entries for your category and select a winner. You will need to explore the images and language used on the covers and consider how well they meet the demands of their target audience. See our guidelines for more information on the judging process.

Many thanks,  
**The NMA team.**



### **Judging Guidelines**

**For each magazine discuss the following in your group:**

- Explain who the target audience is. What genre is the magazine?
- What is the title of the magazine? What does the title suggest about the audience? What fonts and colours are used? Describe the overall effect of the masthead.
- Describe the cover image. How is it framed? What is the overall effect? How successful do you think it is in attracting the target audience?
- What is the lead article about? (Explain how you know which is the lead article e.g. where it is on the page, how it interacts with the image). What devices have been used (e.g. alliteration, mode of address, play upon words) and what effect do they have?
- How are fonts used to affect understanding?
- What values are expressed by the cover? Do you have any concerns about these values?
- What is your overall impression of the cover?

**Make your decision in the group and have a spokesperson explain the reasons for your choice to the class.**

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### **A Comparative Analysis**

**You need to write up an analysis of two magazines. Look carefully at the models on the wiki page and then analyse the success of two magazines of your choice by looking at the cover, the contents page and one double spread as indicated below:**

#### **Cover**

- Masthead
- Image
- Cover lines
- Colour scheme
- Puff (if any)
- Pug (if any)

#### **Contents page**

- Layout – text vs image
- Titles and accompanying information
- Colour scheme

### Double spread

- Text layout
- Image placement
- Colour scheme

Feel free to include any other elements that get your attention. In the final paragraph, say which magazine layout you liked most and why.



### 3. MAGAZINE ARTICLE STRUCTURE

Articles aim to **inform**, **entertain** and **persuade** readers. But most articles will do all three to some degree. Articles require you to be able to grab the reader's attention quickly and hold that attention. Writing a great article isn't always easy and there are many aspects that combine together to make a great and smooth flowing article.

**Feature articles** are detailed pieces of writing which explore a range of issues, opinions, experiences and ideas. The purpose of a feature article will vary depending on the media it is meant for. Feature articles should appeal to the particular audience the article is targeting. For example, if a magazine was targeted at middle aged women, then the articles, advertising and pictures within that magazine would reflect their interest in lifestyle, career, money, health and relationships.

Feature articles can be informative, entertaining, persuasive or they may simply satisfy the reader's curiosity about a particular topic. A feature article may provide more information about an important issue, offer an opinion about current affairs or simply present a personal or humorous perspective on modern day life. Unlike news reports, which can quickly go out of date, feature articles have a **more general focus** and do not go out of date after a few days.

Feature writers are often **regular contributors** who have **particular expertise or interest** in their subject or topic. Article writers go beyond just the facts on the surface and add colour, detail, background and personal comment. The appeal of feature articles is usually the personal perspective on offer.

#### Types of Feature Articles Include:

1. Analysis and opinion on current issues
2. Profiles of or interviews with well known-people
3. Humorous reflections
4. Personal experience or anecdotes
5. Background information on local, national or international events
6. Human interest stories

#### Feature Article Structure

Like any form of writing a feature article follows a standard structure. While it may vary depending on your topic, a feature article should always include a

- **head(line)** (title)
- **deck** (one-sentence or phrase description of the article)

- **body copy** (text), which is broken up by **subheads** (two- or three-word catchy subtitles that describe what each section of the article is about). Examples of subheads for a green story might include: *Green to Gold*, *Sustainable Success*, *Green Goes Mainstream*, etc.

**Cutlines (captions)** are sentences that describe an image in an article's layout.

A magazine article's **length** is determined by word count (1,500 words equals about four magazine pages).

### **Title / Headline**

An effective headline:

- Grabs the reader's attention
- Persuades them to read the article
- Highlights the main idea of the article
- Includes keywords (for online articles)

### **Introduction**

The first paragraph outlines the subject or theme of the article, it may also:

- Provoke the reader's interest by making an unusual statement.
- Provide any necessary background information.
- Invite the reader to take sides by making a controversial statement.
- Heighten the drama of an event or incident to intensify its appeal.
- Establish the writer's tone.
- Create a relationship between the writer and the reader.

**The middle section** consists of a number of paragraphs that expand the main topic of the article into subtopics.

The usual components are:

- Subheadings.
- Facts and statistics which support the writer's opinion.
- Personal viewpoints.
- Opinions from authorities and experts.
- Quotes and interviews.
- Anecdotes and stories.
- Specific names, places and dates.
- Photographs, tables, diagrams and graphs.

### **Conclusion**

The concluding paragraph should leave a lasting impression by:

- Reminding the reader of the article's main idea
- Suggesting an appropriate course of action.
- Encouraging a change of attitude or opinion.

### **Language of Feature Articles**

- A personal tone is created through the use of informal, colloquial (slang) and first person narrative.
- Relevant jargon adds authenticity to the information and opinions.
- Anecdotes help to maintain reader interest.
- Facts validate the writer's viewpoints.
- In humorous articles, exaggeration and generalisation are used to heighten humour.
- Rhetorical questions help to involve the reader.
- Emotive words are used to evoke a personal response in the reader.
- Effective use of imagery and description engage the reader's imagination.
- The use of direct quotes personalises the topic.

(<http://www.squidoo.com/feature-article>)



**Discuss all the above mentioned characteristics after reading the provided model article.**

### 4. STEREOTYPES



Read the text below about two types of magazines and then answer the questions:

Magazines are everywhere. They are proudly displayed in bookstores, gas stations, minimarts, and the most memorable place, the check out at grocery stores. They have always been one of the most influential forms of journalism, reasonably withstanding even the pressures and easy access to Internet journalism. Magazines are full of useful information and juicy gossips, two things people apparently cannot live without. Some magazines also seem to be dictating unrealistic gender stereotypes, sending subliminal messages to both men and women. After perusing two different magazines the conclusion might be drawn that magazines are portraying men and women in unrealistic terms, providing messages to men and women about how they should look, act, shop, etc.

*Men's Health* is a magazine directed toward men and their health and is said to be "The Largest Men's Magazine". At first glance one can tell the magazine is all about losing weight and sex. The August 2008 issue is touted as a "Special Lose Your Gut Issue" as broadcast across the top of the magazine in large white letters. On the cover is the good-looking Aaron Eckhart depicted in black and white. He looks relaxed yet he has a very strong face with no smile. Around his picture are the typical magazine headlines which include titles about getting a better body, flat stomachs, six packs, fast results and sex tips. The front cover seems to tell you in no uncertain terms that to be a man you have to have a six-pack to impress.

Throughout the magazine there are a variety of ads: some for insurance, sports vehicles, jewelry, cologne/body washes, and exercise equipment. Particularly for the sexually oriented ads the women are nearly naked, with their hands against the good looking guy next to them. Throughout the rest of the magazine the picturing of women is similar. Women are seen in their underwear, almost-nothing swimsuits, or sexy, low cut, short dresses such as the wardrobe of the actresses on "Sex and the City". Similar to the depiction of men, the women do not seem to be overweight. The men are seen shirtless, buff and sweaty, wearing sports gear, or wearing a nice business suit. In all the ads the men have a nice hairstyle, a craggy face and are always depicted as doing something active. Men are mostly seen from the waist up unless their "activity" involves the legs, while women are shown full body, whether standing up or sitting with their legs in full view. Even ads for electronics are "manly" with their dark blue and black colors. All of these ads strongly hint that all men are, or should be, buff, sweaty but smell good, active, flat bellied, and must have sexy, half-naked women all around them.

It is no surprise that women's magazines do the same stereotyping of women. They portray an ideal image for women to mimic, but for most this image would seem very unrealistic. The July 2008 issue of *Marie Claire* features Sarah Jessica Parker with a flawless face and a cute pink flowery dress. The issue is a beauty guide issue giving tips for makeup, dating, weight loss, and clothes, as stated by the headlines on the cover. The magazine is full of makeup ads with models that have perfect skin, shiny hair, smooth legs, big eyes, long necks, and pouty big lips. The

list could go on and on! Most women are shown full length or just their heads with bare shoulders. There are many advertisements for lotions and hair products and exercise equipment giving messages like "having smooth skin is a must and your hair has to be perfect, having a flat stomach is a necessity, buy our products!" Advertisements show women with well muscled men around them, giving the signal that being "beautiful" will get you all the handsome men in the world. After looking through this magazine the message to women is clear: Beauty equals a great body, shiny hair, low cut shirts, short dresses, flawless complexion, etc. The articles promote these criteria. A featured article for the edition is about fashion trends for July. No surprise here, for July wear short dresses with very low cut tops. There is not one picture with a girl who is a little on the larger side. There is also a feature called "*What I Love About Me*". In this feature a portrait shot is taken of each girl and they give a quote about what they like about themselves. There was only one "bigger" girl quoted, as all the rest were skinny, I mean *really* skinny. Clearly the girls interviewed are not models, but a slim girl is used for the highlighted picture for the article and the larger girls get the smaller pictures throughout the article.

While the articles in both magazines are relevant, the gender specific magazines send messages of stereotypical characteristics of men and women. These give a rather narrow version of what men and women should be and what is expected of them from society. The messages sent by some popular magazines may lead to unrealistic expectations by individuals, as it relates to their view of how they should look. Some instances of eating disorders have been blamed on pressure to "fit the mold" portrayed by society. Good health and proper diet and exercise can be achieved. The result may not, however, lead to your looking like one of those perfect people portrayed in that slick covered magazine you purchased waiting in line at the cashier's line at the store. As a 58-year old trying to lose weight, I know I'll never look like the men in the Bowflex ads. I don't want to.

<http://voices.yahoo.com/mens-womens-stereotypes-magazines-2798547.html?cat=52>

1. Which two essential things do magazines provide?
2. What does the verb 'peruse' used in the 1<sup>st</sup> paragraph mean?
3. Why do you think men are depicted in black and white on men's magazines covers?
4. What are similarities between the depictions of men and women in men's magazines?
5. What does the small number of articles about /pictures of 'bigger' girls in women's magazines suggest?
6. What is a stereotype?
7. Why may messages sent by magazines be dangerous?
8. Explain the phrase 'fit the mold' in your own words.



Take a look at different magazines and try to spot the elements (vocabulary, images) that create and/or promote a stereotypical image of certain categories of people.

## Unit 5 – ON THE AIR

“Television is chewing gum for the eyes” (Frank Lloyd Wright)

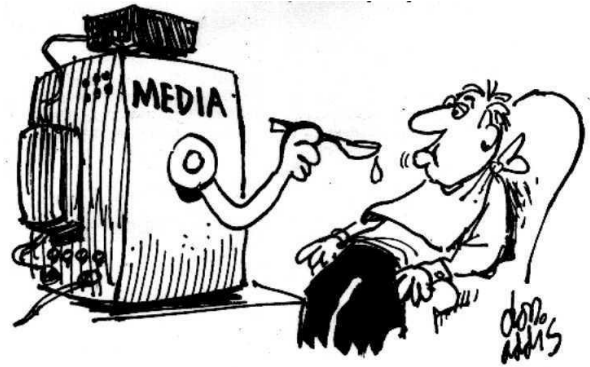
### 1. TV SCHEDULING



How do TV companies use scheduling to attract viewers to their channels?  
How do TV channels make money?  
How does rating work?



Look at scheduling techniques explained below. Then analyse the typical Saturday night schedule from different TV channels to see which techniques they use:



#### TV Scheduling - tricks of the trade:

1. **Hammocking**- putting an unpopular, ‘weak’ programme between two ‘stronger’ shows in the hope that viewers will be too lazy to switch over and watch the weaker show instead. The widespread use of the remote control has made this less popular today, though.
2. **Pairing** – putting two similar programmes or episodes of the same show on one after the other (e.g. “Desperate Housewives” finale)
3. **Theming** – involves a special/selected theme where programmes of a particular theme are shown in a special evening’s schedules.
4. **Strip and strand** – having the same programmes or genre on at the same time every day. Viewers will get in the habit of watching. Soap opera scheduling uses this technique, hence the many complaints when an episode is moved over for sports events, for instance.
5. **‘Stunt’ scheduling** – one off specials that could involve an extra helping of a show, particularly if there is a dramatic, much publicised storyline. Sometimes the same show could be broadcast every night for a week on a special occasion.
6. **Zoning** – regular theme nights, so an audience will get hooked on watching that channel on a certain night.

(www.teachit.co/uk/2005)

### 2. TYPES OF TV SHOWS



Check your knowledge of TV show types with the following quiz:

1. Which of these programmes is not a reality TV show?
  - a.) Celebrity Big Brother
  - b.) Eastenders
  - c.) American Idol
2. Which of these programmes is not a cartoon show?
  - a.) The Simpsons
  - b.) American Idol
  - c.) American Dad

3. Which of these programmes is a soap opera?
  - a.) Life on Earth
  - b.) Emmerdale
  - c.) Johnny Bravo
4. A programme that helps people change their lifestyle or image is known as a \_\_\_\_\_?
  - a.) Soap
  - b.) Makeover show
  - c.) Sitcom
5. True or false? An amusing TV series about fictional characters is called a romcom.
  - a.) True
  - b.) False
6. A TV show that reports world events as they unfold is known as a \_\_\_\_\_
  - a.) Reality TV
  - b.) Documentary
  - c.) News
7. Which of these programmes is not a TV drama?
  - a.) Grey's Anatomy
  - b.) Lost
  - c.) The Swan
8. Which of these programmes is not a cookery show?
  - a.) Jamie's Ministry of Food
  - b.) Scrubs
  - c.) Ready, Steady, Cook
9. A TV programme that presents real life events is known as a \_\_\_\_\_?
  - a.) Documentary
  - b.) Drama
  - c.) Sitcom
10. A funny TV series about the lives of fictional characters is known as a \_\_\_\_\_?
  - a.) Soap
  - b.) Reality show
  - c.) Sitcom

### 3. DISCUSSING GENRE

Genre is a short cut to pull viewers in. The audience will recognize the conventions of a particular genre and have expectations. We can usually categorise media texts by labeling and identifying the different types of media, such as radio, magazine, newspapers, adverts, film etc. We can also categorise media texts into genres. Another word for 'genre' is 'type' or 'style'.



**Name 5 film genres.**

**Name 5 TV genres.**

There are typical features or ingredients that we come to expect or can recognize, features known as **forms and conventions**. These are the accepted shape and format of the programme type.



**Work in pairs to complete the following table by listing the conventions for the genres you have identified.**

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Genre	Specific titles	Typical settings	Typical characters	Typical events	Slot/TV time
Sitcom	The Office Two and a Half Men The Big Bang Theory	Work places Pubs	Stereotypical -		Evenings
Soap opera			Stereotypical - Housewife - Doctor - Rebel -	Affairs Rows Murders	
Crime/police		Cities Up to date			
News		On location In studio			Through the day
Chat shows					



## 4. IN THE NEWS



Read the following text about news productions and fill in the gaps with the words provided below:

*allocated*  
*assign*  
*audience*  
*brief*  
*broadcast*

*commentary*  
*crews*  
*deploy*  
*formats*  
*home*

*interest*  
*join*  
*live*  
*reject*  
*staring*

Have a look at the preparation for the evening news bulletin at BBC:

- 09.00 First meeting of the day. Around 20 people meet in the office of the managing editor, who talks through the likely stories.
- 10.00 The editor of the day will \_\_\_\_\_(1) stories to around eight producers who have the next eight hours to \_\_\_\_\_(2) reporters, \_\_\_\_\_(3) cameras, call interviewees and finally, type up the story. There are 200 reporters, 10 London-based camera \_\_\_\_\_(4) and the foreign bureau.
- 10.30 The editor will \_\_\_\_\_(5) a phone conference with the BBC's 13 regions with each area summarising what they are working on. The editor will take any story with national \_\_\_\_\_(6).
- 11.00 Although the stories for the evening programme have been decided, the editor will still receive new stories and decide whether to accept or \_\_\_\_\_(7) them. Each story will be \_\_\_\_\_(8) an exact duration with the producers having to make their information fit the space (not the other way round!)

The structure: The \_\_\_\_\_(9) are relatively standardized with a presenter introducing various clips, sometimes providing a \_\_\_\_\_(10). S/he speaks from behind a news desk using a teleprompter to give the illusion of looking at the \_\_\_\_\_(11). The presenter will occasionally look at typed notes to avoid \_\_\_\_\_(12) at the camera too much. Guests may be interviewed (often pre-recorded) and pieces with reporters will be introduced. These pieces may include interviews, \_\_\_\_\_(13) action, voiced-over sequences, reporter-to-camera speech or questions and answer sessions with the presenter.

The 6 o'clock news concentrates on \_\_\_\_\_(14) news, whereas the 10 o'clock tends to look at world news and the activities of leaders and diplomats. There are usually 15 items – far fewer than the early days, and some attempt to give background and context to the stories.

The movement towards 24 hr news on digital television will alter this format, although already set times are used within the hour for sport or finance etc. Will news become more chaotic with stories being \_\_\_\_\_(15) as they happen or will the opposite occur, with stories being presented and neatly packaged?

(www.teachit.co.uk/2001)



**Work in groups to answer the following questions. Then draw a chart/diagram/make a cartoon/poster to show your conclusions.**

- How did the invention of the television affect the news?
- Why is TV news popular?
- What influences the news programmes?



**Watch some examples of news bulletins. Analyse them by answering the following questions:**



### How is it introduced?

- Type of music used – what does it signify?
- Choice of pictures shown as bulletin is introduced – what do the pictures suggest?
- What do the music and pictures suggest about the content and presentation?
- What information do we get from the headlines?
- Which language elements are used to get the attention of the viewers?
- What sort of graphics are used and why?

### How is it presented?

- Who presents the news?
- What do the presenters look like?
- Could different people present the news in the same way, or would it bring any change?
- Does the gender of the presenters matter?
- What types of stories come first and why?
- What types of stories come at the end and why?

### Discuss one particular story:

- Whose viewpoint is presented?
- Who appears in the bulletin?
- Who else could have been included?
- How is balance attempted?
- How is the audience addressed?

(www.teachit.co.uk/2001)



**Work in groups to produce a short (5 minute) local news bulletin for television to be presented in class. The story can be up to you, but the following criteria must be adhered to:**

- the bulletin must last 5 minutes
- it must be clearly identifiable as a local news bulletin
- it must contain a minimum of three minutes' worth of investigative reports (including interviews)

## 5. TV ENTERTAINMENT



**Why do people prefer TV entertainment shows? Which type of entertainment shows most appeals to you and why?**

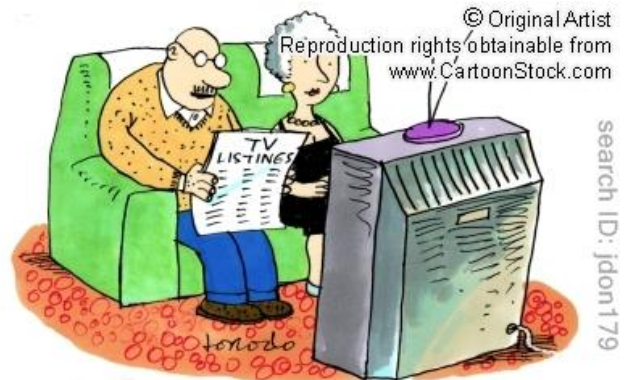
**List some of the conventions of a sitcom and explain why they are so popular.**



**Read about some characteristics of sitcoms in a brief analysis. Then watch a sitcom episode in class and while you do so, make notes of character traits, language features, narrative structure and comedy techniques used and then discuss them in class:**

### Characters

- ⊙ Character can be revealed through the character's actions, speech, and appearance. It also can be revealed by the comments of other characters
- ⊙ The **protagonist/s** (central character/s).
- ⊙ The **antagonist** is the force in conflict with the protagonist. It may be society, nature or fate, as well as another person. It can also be the protagonist's own self.



- ⊙ A **character foil** is a character whose traits are in direct contrast to those of the principal character. The foil therefore highlights the traits of the protagonist. The foil is usually a minor character, although if there are 2 protagonists, they are foils of each other.
- ⊙ A **stereotype** is a character who possesses expected traits of a group rather than being an individual.

### Language features

- ⊙ Use of everyday language. High use of slang and colloquialisms
- ⊙ Use of invented words/phrases i.e. Seinfeld 'regifting', Simpsons 'D'oh!'. These words often make their way into everyday talk i.e. 'D'oh' used as exclamation for anyone doing something foolish
- ⊙ Repetition of certain language for added humour
- ⊙ Exaggerated language

### Narrative Structure

- ⊙ Every sitcom has an opening sequence – music and credits plus opening 1-2 minutes that introduce the episode's plot. This is called the **teaser**.
- ⊙ 3 acts – a beginning, a middle and an end
  - Beginning: 9-10 minutes long. Major and minor **complications** of the **plot** are set now. Crisis or **conflict** of the episode to build up to a **climax** that remains unresolved by start of 2<sup>nd</sup> set of commercials
  - Middle: 9-10 minutes. The **complication/s** are explained, elaborated on and resolved. Ends with 3<sup>rd</sup> set of commercials
  - End: 45 seconds to 2 minutes long. Wraps up the episode after the climax. This is also known as the **falling action**. What happens here is normally unrelated to the episode's plot.
- ⊙ Always a resolution to a distinct problem by the end of the episode
- ⊙ Things may happen during the episode, but the episode always ends with things going back to normal. Unless it is a 'to be continued' episode.

### Comedy Techniques

- ⊙ **Slapstick humour/physical comedy**
  - Slapstick humor is a boisterous form of comedy with chases, collisions and practical jokes where people just do silly things such as tripping, falling over or embarrassing themselves just to make people laugh. Noted comedian Charlie Chaplin who acted in the silent movies, used a lot of slapstick comedy.
- ⊙ **Comedy of the situation**
  - Comedy based on day to day situations. Sitcoms explore day to day situations in a humorous manner
- ⊙ **Straight and funny characters**
  - Contrast between neutral characters with no humour and characters with distinctly funny characteristics
- ⊙ **One-liner**
  - A short joke.
    - ⊙ Joey 'how you doin'?
    - ⊙ Homer 'Do'h'
- ⊙ **Deadpan delivery of humorous lines**
  - Deadpan is a form of comic delivery in which humour is presented without a change in emotion or facial expression, usually speaking in a monotonous manner.
- ⊙ **Running/reoccurring gag**
  - A running gag is a literary device which often takes the form of an amusing joke or a comical reference and appears repeatedly throughout a work ...
- ⊙ **Satire**
  - Can involve sarcasm, ridicule and irony. Often targets certain people or events that are serious.
- ⊙ **Irony**
  - Containing a hidden or opposite meaning

◎ **Black humour**

- Absurdity, immorality and morbidity used for comic effect or to draw attention obliquely to some regrettable state of affairs that is too painful  
<http://www.slideshare.net/ametcalf/sitcoms-powerpoint>



**Write an analysis of your favourite sitcom in which you will answer the following questions:**

- What is the central plot of the story?
- Describe the characters involved.
- **Create a mind map of the central characters/supporting characters and how they relate to one another.**
- Are there any stereotypes? How are they highlighted?
- What are the locations used?
- What are the main issues or ideas being explored?
- What comedy techniques are used in the show?
- What makes this sitcom funny to you?

## 6. SERIOUS TV - DOCUMENTARIES



- What kinds of genres fall into the category of "non-fiction" ? What do these programmes have in common?
- Name some programs that you believe fall into the genre of "documentary."
- On what channels are documentaries frequently shown?
- What kinds of people are usually the target audiences for documentaries?
- Who creates them and for what purposes?
- How do they differ from other films?
- Why do some kids think documentaries are boring?
- What kinds of documentaries are not boring for children and young people? Why?



**Write a definition for the word "documentary".**

A documentary is \_\_\_\_\_

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**Now comment on the following minidefinitions of the term:**

- The creative interpretation of actuality
- The gray area between art and journalism
- The presentation of socially useful information to the public
- Making drama from life

(<http://mediaeducationlab.com/essential-question-1-what-documentary>)



**Read the following statements and decide if you AGREE, DISAGREE, STRONGLY AGREE, and STRONGLY DISAGREE with them. Be ready to defend your position.**

1. Documentary films should be realistic.
2. Documentary films should persuade the audience or make some political point.
3. Documentary film is the best film genre to push for social change.

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- Documentary filmmakers should not try to edit their films to make them more dramatic and entertaining.
- Documentaries show reality.
- Documentaries should show both sides of a story.
- The Bachelor* or *Survivor* can be considered documentaries.
- Documentaries should aim for objectivity.
- Documentaries should aim to revolutionize the way we think.
- Documentary is essential if democracy is to survive.
- Editing is the most important piece of making documentaries.

(<http://teachingmedialiteracy.pbworks.com/w/page/19924124/DocumentaryFilm>)



**Choose one documentary that all the class are familiar with and then discuss it following the given guidelines:**

- What is the author's point of view?
- When and where was the document created?
- Why was it created?
- What message does the film have?
- What does the filmmaker want the audience to believe or do?
- What questions does the film answer and/or what questions does the film leave unanswered?
- What value do these moving images have as a source of historical or cultural information?



**Watch the documentary *Supersize Me* (Spurlock, 2004). While you watch, answer the following questions which you have read in advance:**



### Introduction to the movie

1. The narrator says, "Everything is bigger in America. We've got the biggest \_\_\_\_\_". Circle the words that he says.

- |         |              |            |           |
|---------|--------------|------------|-----------|
| a. cars | b. houses    | c. dogs    | d. yards  |
| e. food | f. companies | g. beaches | h. people |

2. About how many Americans does the narrator say are overweight or obese?

a. 100,000	b. 10,000,000	c. 100,000,000	d. 150,000,000
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3. About what percent of Americans are overweight or obese?

a. 66 %	b. 6 %	c. 16 %	d. 60 %
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4. Which state is the fattest state in the U.S.?

a. Mississippi	b. West Virginia	c. New York
----------------	------------------	-------------

5. Which state in the U.S. is the narrator from?

a. Mississippi	b. West Virginia	c. New York
----------------	------------------	-------------

6. Did he eat out as a child?

a. Yes	b. No
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7. Obesity is the second leading cause of preventable death in the U.S. What is the first leading cause of preventable death?

a. smoking	b. high blood pressure	c. car accidents
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8. How many deaths are related to obesity?

a. 400,000	b. 40,000	c. 100,000
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9. In 2002, two girls sued McDonalds for their obesity. The first girl was 14 years old. How big was she?
- a. 4' 10" / 170 pounds                      b. 4' / 180 pounds                      c. 4' 10" / 177 pounds
10. The other girl was 19 years old. How big was she?
- a. 5'6" / 170 pounds                      b. 5' 6" / 210 pounds                      c. 5' 6" / 270 pounds
11. How many Americans visit a fast food restaurant in one day?
- a. 14,000                      b. 25%                      c. 1.4
12. How many McDonalds restaurant are there in the world?
- a. 30,000                      b. 3,000                      c. 300,000
13. In how many countries in the world can you find a McDonalds?
- a. 100                      b. 1,000                      c. 10
14. How many people in the world eat at a McDonalds in one day?
- a. 46 million                      b. 47 billion                      c. 47 million
15. Where can you find a McDonalds? Circle at least 4 answers. There are 8 correct answers.
- a. Walmarts                      b. airports                      c. gas stations                      d. train stations  
e. churches                      f. rest stops                      g. swimming pools                      h. amusement parks  
i. department stores                      j. hospitals                      k. truck stops                      l. skyscrapers
16. The 2 girls did not win when they sued McDonalds. McDonalds' lawyers said that they know McDonalds' food is dangerous, but they don't know if that's why the girls are obese. The lawyers said that if someone could eat McDonalds almost every day, they may be able to show that McDonalds is bad for their health. How long will the narrator eat only McDonalds?
- a. 30 days                      b. 30 weeks                      c. 3 weeks
17. How many doctors did the narrator ask to help him with his experiment?
- a. 1                      b. 3                      c. 5

### Day 1 – Walking to work

1. Morgan walks to work. How many McDonalds (Golden Arches) does he walk by on the way to work?
- a. 13                      b. 3                      c. 5                      d. 2
2. Why are the McDonalds in Manhattan, New York special?
- a. They were the first McDonalds in the world.  
b. There are more McDonalds in Manhattan than any other city in the world.  
c. They are smaller than other McDonalds.
3. Manhattan is 22.4 sq. miles. How many McDonalds are in that area?
- a. 33                      b. 83                      c. 43                      d. 73
4. That averages out to how many McDonalds per square mile?
- a. 4                      b. 5                      c. 10                      d. 14

### Day 1 – At McDonalds

5. What is Morgan's first rule?
- a. only eat what McDonalds sells  
b. eat 3 meals a day  
c. only supersize when asked  
d. have everything on the menu at least once

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### Interview with Lisa Young, Professor of Nutrition

6. What does the government say is a sensible (good) size of meat?
- a. 6 oz.    b. 3 oz.    c. 12 oz.
7. The meat should be as big as...
- a. a book    b. a ball    c. a deck of cards
8. One bagel is the same as how many pieces of bread?
- a. 6    b. 5    c. 4
9. When McDonalds opened they had "one-size fries." What is the "one-size" called now?
- a. kids    b. small    c. medium    d. one-size
10. How many calories are in the small size fries and the super size fries?
- a. 200 / over 600                                      b. 200 / 500                                      c. 100 / 400                                      d. 200 / 290
11. When Burger King first opened they had 12 oz. and 16 oz. sized drinks. What is the 12 oz. called now?
- a. small    b. kiddy    c. biggy    d. medium
12. How many sizes of drinks are there now at fast food restaurants?
- a. 3    b. 4    c. 5    d. 6
13. How much soda does a Double Gulp from 7/11 hold?
- a. 24 oz.    b. ½ gallon    c. 42 oz.    d. 600 oz.
14. How many teaspoons of sugar are in a Double Gulp?
- a. 40    b. 24    c. 4    d. 48

### The Impact

1. How many problems can someone have if they are obese?
- a. 5    b. 15    c. 20    d. 25
2. If the diabetes starts before the age of 15, a person will die early. How many years of life will a person lose?
- a. 17 to 27    b. 17 to 20    c. 15 to 25    d. 27

### Day 9

3. How many food advertisements does the average child watch on TV in one year?
- a. 100    b. 1,000    c. 10,000    d. 100,000
4. 95% of all food advertisements are for which foods?
- a. sugar    b. sugared cereals    c. soft drinks    d. Pepsi  
e. candy    f. fast food    g. Big Macs    h. Coke
5. When can most children say "McDonalds"?
- a. by age 5    b. when they first learn to speak    c. in grade school
6. In the school, Morgan talks to children in the first grade and asks them to look at some pictures. Who was in the first picture? Give the correct answer.
- a. George Bush    b. George Washington    c. Ronald McDonald    d. Wendy  
e. Jesus Christ

## Media Education Course

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7. Who was in the fourth picture? Give the correct answer.  
a. George Bush      b. George Washington      c. Ronald McDonald      d. Wendy  
e. Jesus Christ

8. Companies spend a lot of money every year on advertising (radio, newspaper, magazines, TV, etc). In 2001, which company spent 1.4 billion?

a. Fruit and Vegetable program      b. Hersey's candy      c. McDonalds      d. Pepsi

9. Which company spent 2 million?

a. Fruit and Vegetable program      b. Hersey's candy      c. McDonalds      d. Pepsi

### Day 10

10. What's in the ketchup that Morgan uses? Tomato concentrate, vinegar, and...?

a. Salt      b. Sugar      c. Oil

### Day 13 (Texas)

11. Does the cashier ask him to Supersize?

a. Yes      b. No

12. Of the top 15 fattest cities in America, how many of the fattest cities are in Texas?

a. 1      b. 5      c. 10      d. 15

13. Houston, Texas is one of the fattest cities in Texas. Which one is it?

a. first      b. second      c. third      d. fourth

### Day 18

1. Morgan says that he feels horrible. What hurts?

a. Head      b. Stomach      c. Eyes      d. Back

2. What percent of vitamins is Morgan getting?

a. Over 50%      b. Under 50%      c. 50%      d. 500%

3. How many items on the McDonald's menu have no sugar?

a. 5      b. 6      c. 7      d. 10

4. What items do not have sugar?

a. french fries      b. lemonade      c. chicken McNuggets      d. coffee  
e. hashbrowns      f. Diet Coke      g. salads      h. Sausage  
i. hamburger      j. iced tea      k. yogurt      l. Big Mac

5. How much did he weigh?

a. 205      b. 202      c. 210      d. 212

6. What does he want to do when they tell him how much he weighs?

a. Let's go get something to eat.      b. I need to lose weight.      c. Oh good!

7. What is his blood pressure?

a. 150/80      b. 120/80      c. 150/90      d. 100/90

8. What does the doctor say about Morgan's liver?

a. It's OK.      b. It's sick.      c. It's dead.

9. Morgan asks, "And I won't wipe out my liver in 2 more weeks?" What does the doctor tell him?

a. Stop doing what you are doing.      b. You're crazy.      c. No, it'll be OK.



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### Day 30

10. What was his final weight?

- a. 202                              b. 210                              c. 194                              d. 185.5

11. How much did he gain in 30 days?

- a. 24.5                              b. 25                              c. 28                              d. 30

12. How much did his cholesterol go up?

- a. 16 points                              b. 18 points                              c. 65 points                              d. 22

13. How did he feel most of the time?

- a. Tired                              b. Exhausted                              c. Depressed                              d. Both b and c

14. How much sugar did he eat in 30 days?

- a. 30 pounds                              b. 35 pounds                              c. 40 pounds                              d. 45 pounds

15. How many pounds of fat did he eat in 30 days?

- a. 5 pounds                              b. 12 pounds                              c. 15 pounds                              d. 2 pounds

(<http://www.nwlincs.org/orelbeta/supersizewy1.htm>)



**Now, after you have watched the documentary, answer the following questions:**

- What is Spurlok's message about fast food?
- How does he try to prove his message's validity?
- What does he do as a director to make you believe his message?
- What holes do you see in his strategy?

## Unit 6 – THE ART OF ADVERTISING

“Advertising is the art of convincing people to spend money they don’t have on something they don’t need ”  
(Will Rogers)



Do you like advertising? Do you consider it important?  
Complete the table below with arguments for and against advertising:

FOR	AGAINST



Now discuss the following questions:

- Adverts for smoking are banned. Is this right?
- Should adverts for fast food be banned too?
- Could adverts help sell ‘good food’ like vegetables and fruits to children?
- Could they sell teetotalism (no alcohol consumption) to teenagers?
- All in all, is advertising good or bad?



Advertising relies on four essential concepts. Can you explain what they refer to?

AWARENESS



DESIRE



INTEREST



ACTION



## 1. ADVERTISING STRATEGIES

Advertisers use a variety of advertising techniques and strategies to get consumers to buy their products.

**NEEDS:** Successful advertisements appeal to the emotional NEEDS of the audience using a promise that the product being advertised can satisfy emotional needs such as:

- \* The need for acceptance/belonging to a group
- \* The need for security
- \* The need for change, variety and excitement
- \* The need to be attractive
- \* The need for self-acceptance

Advertisers associate their products with luxury, wealth, fame, beauty, family, fitness, happiness, etc. There is a suggestion that by using their product some of these associations will wear off onto the consumer.



**FEARS:** Advertisements also make use of the oldest persuasion method - FEAR. They suggest that terrible things can happen to a consumer if you don't use their product. As consumers, some of our common fears include:

- \* Being unattractive
- \* Being rejected
- \* Being ridiculed
- \* Being unsafe/in danger

Look at all the ads for unwanted hair, body odor, dandruff, or weight. Society has been made to feel that these things are not acceptable. However, FEAR can also be used to prevent drinking and driving, drug taking, etc. FEAR works best if it does not scare too much.

### STRATEGIES

**Ideal Kids and Family** - The kids in commercials are often a little older and a little more perfect than the target audience of the ad. They are, in other words, role models for what the advertiser wants children in the target audience to think they want to be like. A commercial that is targeting eight year-olds, for instance, will show 11 or 12 year-old models playing with an eight year old's toy. Ideal families are all attractive and pleasant looking—and everyone seems to get along! Ideal kids and families represent the types of people that kids watching the ad would like themselves or their families to be.

**Are You Cool Enough?** - Advertisers try to convince you that if you don't use their products, then you aren't good enough. Maybe you won't be accepted or have the right friends. Maybe you won't fit in. Sometimes they will show someone uncool trying a product and then suddenly they become hip looking and do cool things. There's an emphasis on status and "keeping up with the Joneses."

**Weasel Words** - By law, advertisers have to tell the truth, but sometimes, they use words that can mislead viewers. Look for words in commercials like: "*Part of . . .*", "*The taste of real . . .*", "*Natural,*" "*New, better tasting,*" "*Because we care.*" There are hundreds of these deceptive phrases.

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**Put Downs** - This is when an ad puts down the competition's product to make its product seem better.

**Heartstrings** - Commercials often create an emotional mood that draws you into the advertisement and makes you feel good.

**Facts and Figures** - Advertisers use facts and statistics to enhance a product's credibility.

**Star Power** - Sports heroes, movie stars, and teenage heartthrobs tell children what to eat and what to wear. Children listen, not realizing that the star is paid for the endorsement.

**Bandwagon** - Join the crowd! Don't be left out! Everyone is buying this product— Why aren't you?

**Excitement** - Watch the expressions on their faces - never a dull moment, never boring. "*This toy is the most fun since fried bananas!*" the boy seems to say. Or one bit of snack food and you're surfing in California or soaring on your skateboard.

**Scale** - This is when advertisers make a product look bigger or smaller than it actually is.

(www.slideshare.net/kjhatzi/common-advertising-strategies)



**Match the marketing term to the correct definition:**

1. Commercials	a.) a catchy phrase that identifies a product or company
2. Point of sale	b.) The primary group of people that a product or service is aimed at
3. Target audience	c.) Written text
4. Billboard/hoarding	d.) Advertisements shown during breaks in TV programmes
5. Celebrity endorsement	e.) Excessive publicity, often exaggerated and misleading
6. Launch	f.) Large outdoor advertising board usually found in high-volume traffic areas
7. Word-of-mouth	g.) When a product is used or talked about in a film, TV programme or other media source
8. Slogan	h.) Introducing a new product or service onto the marketplace
9. Logo	i.) The use of well-known public figures to commend a product or a service
10. Free samples (freebies)	j.) Informal communication by email, text message or speech from one person to another; a form of viral marketing
11. Hype	k.) Examples of a product or service allowing the consumer to try before buying
12. Copy	l.) To avoid dealing with something properly
13. Buzz	m.) A symbol, emblem or graphic device relating to a company or product
14. Gloss over	n.) Anticipation and excitement about a product that reinforces the original marketing message
15. Product placement	o.) The place where goods or services are purchased



Now use the key terms to fill in the blanks in the following sentences:

1. JCDecaux is a company that creates out-of-home advertising including \_\_\_\_\_.
2. Some products, especially food and beauty items, are available as \_\_\_\_\_ or try to entice customers to buy them when they come on the market.
3. Advertising companies spend a lot of time and money creating memorable \_\_\_\_\_ that represent their goods and services, e.g. 'Just do it'.
4. Some brands, e.g. L'Oreal, are well-known for using \_\_\_\_\_ to advertise their products. It is important that they choose a person who is popular and will appeal to their target audience.
5. \_\_\_\_\_ advertising is beneficial to companies as it does not cost them anything and people are often more trusting of recommendations from friends and family than they are of advertising. However, this type of publicity can also spread negative views.
6. To catch shoppers' attention, small goods are often placed near the \_\_\_\_\_.
7. Creating a \_\_\_\_\_ about a product or service drives up demand before the product is available for sale.
8. What do the judges on American idol drink? This is an example of \_\_\_\_\_. In the UK this is allowed in films e.g. James Bond. A recent decision means that, although previously banned, it will soon be allowed in TV programmes.
9. Companies will research the likes and dislikes of their \_\_\_\_\_ to have the best possible chance of creating an advert that will appeal to them.
10. Adverts only mention the positives; they \_\_\_\_\_ inadequacies or flaws.

(www.teachit.co.uk/2010)

## 2. DECONSTRUCTING ADVERTS

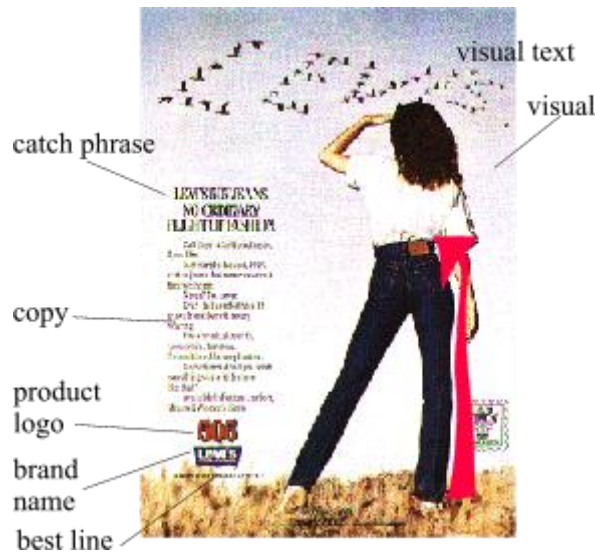


What do you think about when you see an advert?

Companies plough enormous amounts of money into marketing their product, hoping that tempting, enticing graphics and copy will lure their target market into spending money. So, when looking at an advertisement, what should you pay attention to in order to unpick/deconstruct it?



Here are some pointers to help start your analysis of printed adverts.



**Nothing is accidental in an advert.**

The **visual** first attracts your eyes at an emotional level, in this particular case, the tall silhouette of this slender girl, which you will follow upwards (regardless of your gender as a viewer) until you reach the next step.

The flight of birds in the sky is obviously both visual AND **textual information**. Its direction leads your eyes to the left, not accidentally again in a US-made ad referring to a product whose history is closely connected to how the West was won.

The next step is the **catch phrase**, whose **graphic** structure is also of a visual nature, and whose meaning is sufficiently enigmatic to make the viewer-reader want to explore further down.

*Guided tour around an advert*

**LEVI'S 505 JEANS.**  
**NO ORDINARY**  
**FLIGHT OF FASHION**  
 Call them a fashion classic, if you like.  
 Just simple, honest, 100% cotton jeans that never wear out their welcome.  
 Never? No, never.  
 Even that comfortable fit grows friendlier with every wearing.  
 Pre-shrunk, zipper fly, Levi's 505's. Timeless.  
 Dependable.  
 Uncomplicated.  
 Sometimes, don't you wish everything was a little more like that?  
 Available in Petites, Juniors, Misses & Women's Sizes.

**505**  
**LEVI'S**  
 Quality never goes out of style

The **copy**, in smaller type —to make us look closer— is carefully crafted, usually by a team of professional writers. It addresses the reader personally, almost intimately, makes her/him a close friend. This speaks to our intellect.

The **product logo** is obviously again of both kinds, as is the brand name.

Finally the **best line** leaves an ultimate subliminal message printed in the viewer's mind.

In other words, this approach has led the potential client from an emotional or aesthetic sensation to a more intellectual comprehension of the message. The advertising experts have moved us **from viewing to reading**, the better to seduce us.

[http://languagelearningresourcecenter.org/anglais/read\\_the\\_press/press\\_is\\_ad/](http://languagelearningresourcecenter.org/anglais/read_the_press/press_is_ad/)



**Choose one advert you like and write an analysis starting from the prompts below.**

**The basics**

- What is the advert trying to sell? Many adverts are selling more than just a product – they're selling a way of life or a personality.
- Where is the advert placed?

### Image and representation

- Is there a character in the advert? What type of person are they? What is your emotional response to them? How are they dressed? What sort of lifestyle do they represent? Would you like to be that person?
- Where is the advert set? What do you think the purpose of the setting is? Does it suggest a particular way of life?
- What is in the background? What does this make you think of?

### Visual impact

- What is the main focus of the advert?
- How does the advertiser draw the attention of the readers to the main focus? Is it bigger/brighter than the other things in the image?
- Do any of the items, images or people in the advert make you think of anything – a memory, a feeling, an idea, an aspiration?
- What colours are used and what is their effect?
- Is there any text in the advert? What words are used and why were they chosen? Do any words sound particularly positive or negative? Does the copywriter use questioning, puns, alliteration or imperatives and if so, what effect is created?

### Purpose

- What is the overall message behind the advert? What do the advertisers want the audience to believe? Do they achieve this? How?

### Appeal

- To whom would the advert appeal? Consider age, sex, financial status, type of job, level of education.
- What desires or concerns might the target audience have about their lives?

### Finally

- What is your overall response to the advert? How successful do you think it is?  
([www.teachit.co.uk/2009](http://www.teachit.co.uk/2009))

## 3. PERSUASION TACTICS



Find examples of the following techniques used in the advertising texts below:

- REPETITION
- EXAGGERATION
- RHETORICAL QUESTIONS
- COMPARATIVES
- SUPERLATIVES
- FACTS
- OPINIONS

1. By donating a small amount every month, you will build security, build strength and build a future.
2. Come and experience a most unusual holiday at Ghostly manor.
3. Open the door, start the engine and drive the world.
4. If you don't help, who will?
5. Throughout the coldest months of the year, this is open every day.
6. Spicy nut centres coated in plain dark chocolate.
7. The most ghostly holiday ever. You wouldn't want to miss it, would you?
8. They make the perfect gift – particularly to yourself.
9. The best flavor, the best crunch and the best price – ever!
10. Close the washing machine door and say goodbye to all your troubles.

([www.teachit.co.uk/2006](http://www.teachit.co.uk/2006))

**SLOGANS**



Bring a list of slogans you are familiar with to class and see if they use any of the techniques mentioned below:

	<b>Technique</b>	<b>Reasons for use</b>
1	Sums up what the brand stands for	Makes the brand's benefits and specialities clear
2	Brief	Simple, clear
3	Rhymes	Sticks in the mind of the consumer
4	Mentions the brand's name	Sticks in the mind of the consumer
5	Alliteration	Sticks in the mind of the consumer
6	First/second person you/we/us	The consumer feels he/she is being spoken to personally and taken care of
7	Use of 'every'/'always'	Indicates the company's unswerving commitment
8	Present tense	Sense of universality, timelessness
9	Imperatives	Assertive commands designed to sweep the consumer along
10	Frequent use of capitals	For emphasis
11	Humour	Consumers are entertained, so tend to be well disposed towards the brand
12	Use of puns/word play	Gives a second layer of meaning to impress the consumer with its smartness and novelty







**Match the products and slogans listed below to the ones in the Products and slogans table. For each one, identify the techniques that have been used.**

**Products:**

RONSEAL	MR MUSCLE	BOURSIN	LOTTO
ANADIN	ZANUSSI	B&Q	SHREDDIES
ORANGE	MCDONALDS	KITKAT	PLAYSTATION2
BUDWEISER	ICELAND	ENSURE	MAYBELLINE

**Slogans:**

Think different	Really rich coffee.	Vorsprung durch Technik.
Reach out and touch someone	Where do you want to go today?	Ah, _____
Made for sharing	The ultimate driving machine	Brilliant cleaning starts with _____
Probably the best lager in the world	It's finger lickin' good	Because I'm worth it.
You can be sure of _____	Do me a _____	You can't get better than a _____ fitter.
It's a _____. Honest.	Beanz Meanz _____	Life is a journey. Travel it well.
Britain's best business bank.	_____. Because the Citi never sleeps.	P-p-p-pick up a _____
Grace, space, pace.	Just do it	Don't leave home without it.
Let your fingers do the waking	Melts in your mouth, not in your hands	A diamond is forever.

**Products and slogans table:**

SLOGAN	PRODUCT	TECHNIQUE
Nothing is more effective than _____		
	JAGUAR	
Calm down, dear. It's a commercial.		
	L'OREAL	
	SHELL	
The future's bright, the future's _____		
	YELLOW PAGES	
Don't live a little, live a _____		
	SKODA	
	KFC	
The appliance of science		
	AMERICAN EXPRESS	
	ALLIED IRISH BANK	

Keep hunger locked up till it's lunchtime		
	PENGUIN	
	CARLSBERG	
Du pain. Du vin. Du _____		
	QUAVERS	
	UNITED AIRLINES	
Maybe she's born with it. Maybe it's _____		
	FINISH	
	BMW	
I'm lovin' it.		
	Kwik fit	
	Nike	
Fun, anyone?		
	APPLE COMPUTERS	
	AT&T	
Because mums are heroes.		
	M&Ms	
	HEINZ	
True		
	KENCO	
	AUDI	
Have a break. Have a _____		
	CITIBANK	
	DEBEERS	
Loves the jobs you hate.		
	MICROSOFT	
	QUALITY STREET	
Don't just do it, _____ it.		
	BISTO	
Does just what is says on the tin.		

(www.teachit.co.uk/2007)

#### 4. TV COMMERCIALS



Watch a set of commercials in class and analyse them by answering the questions below:

1. What is the story/narrative?
2. How is it told? Flashback? Frequent cuts to show parts of it? Repetitive images?
3. How is colour used?
4. What is the mood created by the commercial: excitement, relaxation, confidence, luxury?

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www.CartoonStock.com



"I can't eat this. I've never seen anybody eating it in a TV commercial."

search ID: rde2359

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5. What does the use of lighting and/or special effects tell you?
6. What does the setting communicate? Is landscape used? Realistic/abstract/exotic/indoor/outdoor?
7. What does the sound communicate? Is there a voice? What sort? What tone?
8. Is there music? What does it communicate?
9. The presentation of the product: how much detail is given? Does it appear a lot or hardly at all? What lifestyle are you meant to associate with it?
10. How quickly into the ad do you realize what is being advertised? What is the significance of this?
11. What do the camera angles focus on? Is close-up used, a sense of distance evoked?
12. What about the words? Do you see print? What sort? How often? Why?
13. Is there any humour? How is it used?
14. The overall intention of the advert – who is it meant to appeal to?
15. If the product is a common one (e.g. car, shampoo) how does the ad make the product seem different or special?

(www.teachit.co.uk/2009)

## Unit 7: SOCIAL MEDIA ON THE RISE

”You are what you tweet” (Alex Tew)



Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio. At these Web sites, individuals and groups create and exchange content and engage in person-to-person conversations.

### What it is all about:

- informal expression of views and exchange of ideas
- collaboration
- creation of content
- choice of media content
- curating

### Social Media consist in:

- Online communities
- Blogs
- Wikis
- Social networks
- Social bookmarks
- Video sharing
- Photosharing

There are lots of well-known sites such as Facebook, LinkedIn, MySpace, Twitter, YouTube, Flickr, WordPress, Blogger, Typepad, LiveJournal, Wikipedia, Wetpaint, PBworks, Wikidot, Second Life, Delicious, Digg, Reddit, Lulu and others.

<http://spacetoday.org/Stamps/NewMedia.html>



## 1. THE BLOGGING PHENOMENON

### WHAT ARE BLOGS?

Though there are different approaches to weblogs, they can be defined as web sites where users post entries (news, articles), updated frequently and normally reflecting the thoughts of the blog's creator. Those entries (posts) are typically listed in reverse chronological order (the most recent entry on the top).

Most blogs allow visitors to leave their own comments on the diverse entries or even references from other blogs (trackbacks). This communication between different blogs and bloggers is one of the main factors involved in the fast growth of the so-called "blogosphere" (the whole community of blogs) and its current influence.

<http://www.monetizingtheweb.com/2006/03/14/getting-into-the-blogging-world>

### HOW CAN A BLOG HELP YOU?



Read the following bits of information and write one paragraph for each to explain the advantages mentioned:

- Blogs spread information
- Blogs give you feedback
- Blogs build you a reputation
- Blogs are marketing tools
- Blogs are an easy content management system



Read about two of the blogs below. Then choose one you think would fit your deskmate and try to convince him/her to start writing such a blog, using arguments given in the text as well as others you can think of:

#### 6 Types Of Blogs You Can Write

By Joshua Lockhart

When you set out to write your personal blog, you'll realize that there are a variety of different writer's hats that you can wear. You may want to make a personal blog with your thoughts and records of your daily life, but on the other hand, you may want to make something a little more unique than that.

Today, I've put together a few blog types that you may or may not want to avoid. One of the first things that happens when starting a blog is not knowing the direction that you want to go in, so this may serve as a means for you to get an idea of what you want to do. Granted, like I said, if you want to be different, these types of blogs are also ones you might want to avoid entirely.

#### The Teen Rambler Blog

MONDAY, 2 JANUARY 2012

### Frivolous gibberish

I thought I'd grace (ha!) you with a little poem of mine tonight, dear readers. It just seems like a good night for such a divulgence.

It's titled: *The Oak Throne*

Upon his throne the evil king does dwell,

As a teen, I started blogging back when MySpace was popular (bleh), and for some reason, I thought I would get rich and famous doing it. Neither of those things happened. But I recommend that you get out there and just start writing whatever comes to mind.

Why? In most cases, what you write now isn't going to be huge (I'm not saying it can't), but it's great practice for your future to just jot something down every once in a while. Don't hold back, and remember that you're awesome for actually venturing out and doing it. Most people wouldn't.

#### The Philosophy Blog

# Philosophers' Carnival

What is this site?  
This site is the homepage for the *Philosophers' Carnival* project, which aims to showcase the best philosophical posts from a wide range of weblogs. We invite submissions from bloggers and readers, and llate the submitted posts into one big round-up (or "carnival") every three weeks, offering a brief mmary of each entry, and a link to the complete post.

The Philosophy Blog goes into deep emotional thought and dives into the darker untraveled regions of the human mind. Here on these blogs, we will take simple thoughts and break them down into very confusing anecdotes.

Am I against thinking? No. I will just say that I personally have not found many philosophy blogs that have a lot of readers – maybe one or two – so tread carefully, my friend. However, I may just be looking in the wrong places.



### The Tech Blog



Well, you're on a tech blog right now, so part of me thinks I shouldn't have even included this. However, if you're *really* into techy stuff, you should go ahead and give this one a shot.

What might get you a number of readers is doing tutorials on how to fix (commonly-Googled) tech problems. However, if you have a passion for electronic devices, you might want to go that route. Either way, the Tech Blog has been on the rise for quite a while now, and you really can't go wrong with it.

### The Political Rant Blog



I don't like politics – hate it honestly. However, if you are a politically-minded person, then why not do something about it? Simply go out and make a blog that surrounds politics, and your fiery argumentative heart will finally have an outlet. This blog could simply regurgitate your own views, or it could bash the views of others.

I couldn't personally stand to write the Political Rant Blog, but if you feel the need to do so, then by all means do it.

### Conclusion

There are a billion jillion types of blogs you could be writing right now, so the above items are only a small segment of possibilities. Hopefully, these may help you get started in the direction you want to go in, but they also might let you know what you don't want to write.

<http://www.makeuseof.com/tag/7-types-blogs-write-opinion/>



**What other types of blogs do you know of? Are there any types of blogs you don't like? Are there any that you specifically like?**

### The Gourmet Blog



I haven't yet met a person that doesn't like food, and in fact, I hear there are people that actually like *making* it. If you're a blogger that happens to have a knack for fixing things up in the kitchen, I recommend that you do us all a favor and write a Gourmet Blog.

Why? With this personal publication, you can publish your recipes and tips for your delicious food, and if you have a talent for it, you *should* share it with the world.

### The Neglected Blog

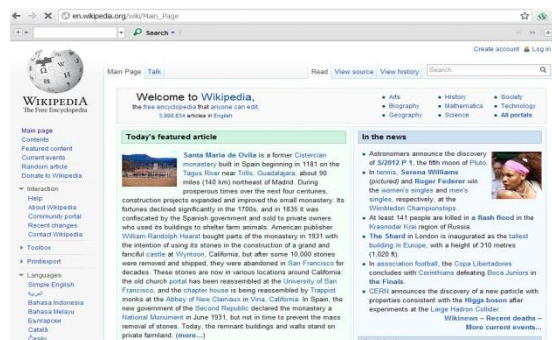


If you're like me, you have become so busy that you can't maintain a personal blog. However, you may still have that desire to place personal thoughts on the screen, and you still need an outlet. What I suggest is making a blog, and write on it whenever you feel like doing it. Don't apologize to readers because you "haven't written for so long". They won't care, for if they like your stuff, they are willing to wait. So go ahead. Neglect your blog.

## 2. THE WORLD WIDE WIKI

*“Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That is what we are doing”.*

These world famous words were spoken by Jimmy Wales, Founder of **Wikipedia**, the online free encyclopedia and the largest reference website on the internet. Different people have different ideas about what a wiki really is, but whatever angle you look at it, a wiki is software that handles complex problems with simple solutions. Basically it is **“the simplest online database that could possibly work”**. (Ward Cunningham)



Wiki has changed the usage of internet from ‘private’ to ‘collaborative’ tool. Wiki enables all users to contribute to the knowledge pool.

Wiki is an effective communication tool in the hands of Corporates and they need to make use of this collaborative tool along with their traditional websites.

### What is a Wiki?

A Wiki is an openly editable set of pages that allows any user to edit content through a simple browser. A Wiki is a piece of server software that allows users to freely create and edit Web page content using any Web browser. Wiki supports hyperlinks and has a simple text syntax for creating new pages and crosslinks between internal pages on the fly.

### In a layman’s words

Imagine a public park with a wall set aside for mural artists. Anyone could show up at any time and start painting, adding to existing images, filling blank space, or whitewashing as much as they like. A Wiki is an analogous public space, but it's on the web.

### Technical meaning

A Wiki is a special type of website that allows the visitors themselves to easily add, remove, and otherwise edit and change available content. It is a set of web pages editable by anyone. No knowledge of computer programming is needed. Nor is it necessary to access a web server to upload pages. Every page in a Wiki can be amended, edited, or even deleted by anyone with a web browser. A Wiki enables documents to be written very collaboratively in a simple markup language using a web browser. A single page in a Wiki is referred to as a "Wiki page", while the entire body of pages, which are usually highly interconnected via hyperlinks, is "the Wiki"; in effect, a Wiki is actually a very simple, easy-to-use usermaintained database for searching or even creating information.

(<http://www.myplick.com/view/4QInTri6rF-/Power-of-Wikis-An-exclusive-interview-with-Jimmy-Wales-Founder-of-Wikipedia>)



**Here is an exclusive interview with Jimmy Wales from which the questions are missing. Read the answers and recreate the questions:**

**Q:** \_\_\_\_\_

**A:** I have been watching the growth of the free software moment and I have seen people coming together online making software products of very high quality all using free licenses. So, people can copy, modify, and redistribute the work commercially and noncommercially. Then I realized this is a new social model which will allow the people to collaborate on anything and all kinds of things. And so, I thought ‘encyclopedia’ will be a good project and as soon as I thought about that, I wanted everyone to have access to a free encyclopedia. That was the beginning of the idea.

Q: \_\_\_\_\_

A: Wikipedia was started on January 15, 2001. But prior to that, for two years I had a project called “Nupedia” which had the same goal as WikiPedia, in terms of having free licenses encyclopedia with thousands of volunteers, but I didn’t have the idea of the “Wiki” editing model.

Q: \_\_\_\_\_

A: There is a very good community of users very actively and meticulously policing the site and they elect among themselves administrators and also there are many mechanisms on the website that allow the community to exercise controls and quality. And for example, every single change is recorded in the “recent changes” page and all of the past versions of the articles are saved for ever so that, if someone comes up and makes an article that was a lower quality than it was before, someone can restore the best version. Lot of little techniques like that empowers the community to actually build something that’s more valuable.

Q: \_\_\_\_\_

A : Typically, that is a multiple step process. If somebody comes in and puts in some wrong information, so as a Joke or something, for the first time they will get a warning that will say, “Please don’t do this to Wikipedia, try to help our effort to create a high quality encyclopedia, and we found this inappropriate”. You would be surprised that many people, when they hear this, they would say “You know, actually I probably shouldn’t have messed with Wikipedia.” Beyond that, if they keep it up over time, they can be blocked from editing and the community can then revert back the previous version.

Q: \_\_\_\_\_

A : A lot of companies are now finding Wiki to be very useful internally to allow employees to share the information quickly. The word “Wiki” comes from the Hawaiian word “Wiki Wiki” which means “quick”. It is a quick collaboration. And so, one of the problems that a lot of companies face, particularly large companies, is how to get the information flowing through the organization in a fast and effective manner. Many times, companies make poor decisions simply because one part of the organization has some information that the other part didn’t. The idea of Wiki inside a company is to enable people to really share information in a much faster, broader, and simpler way. Lot of companies are now finding it very useful.

Q: \_\_\_\_\_

A: As a child, when I was growing up, I had parents who really strongly emphasized education. I went to a very small private school run by mother and grand mother. There were only four children in my grade! It was a one room school-house, very old fashioned, small school. I had lots of fun when I used to read encyclopedia. I used to read the words in encyclopedia Britannica quite a bit. As a child I always had the idea of broad information and just loved reading.

Q: \_\_\_\_\_

A: I think one the most important things that you are going to see in five to ten years is that the editing process will become a lot easier, a lot smoother, a lot more approachable by people who are not necessarily IT specialists. I think that is probably the most important thing that you are going to see. And I think you are going to see that Wiki is used for more things that are useful. Your are going to realize people can write Wiki and can do fictions and do all kinds of things in Wiki that I would have never expected, but I’m seeing all this creativity emerge online.

(India’s first corporate PR ezine VOL 1 Issue 12 – February 07)

### WHAT’S SO GOOD ABOUT WIKIS?



**Read these characteristics and explain them in your groups:**

- Wikis use simple markup
- Wikis simplify editing your website
- Wikis simplify site organization
- Creating links is simple with wikis
- Creating new pages is simple with wikis
- Wikis record document histories
- Many wikis are collaborative communities
- Wikis make great knowledgebases

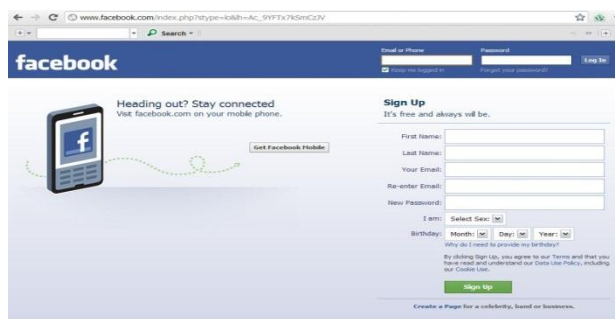
<http://www.sitepoint.com/what-is-a-wiki/>



### 3. FACEBOOK THE ULTIMATE NETWORK



How long have you been a facebook user? How much do you know about this phenomenon which is part of your life?



Take a look at the headings of the text below and fill in the first two columns of the following table. Then read the text and complete the last column:

	Things I KNOW	Things I WANT TO KNOW	Things I HAVE LEARNT
How it started			
Why use it			
Why it is so popular			
Privacy issues			
Addiction			

### How It Started

Mark Zuckerberg, the founder of Facebook, created the formerly called “The Facebook” while he was on his sophomore years in Harvard University. The term Facebook was derived originally from The Exeter Facebook. This was a physical type of paper which Zuckerberg and his high school classmates in Phillips Exeter Academy would hand around to each of the students, serving as their vehicle to get to know their classmates on the following year.

This social network was launched on February 4, 2004 and started out with an exclusive membership to Harvard students. The scheme worked out like a magnet, attracting more than half of the student body at the said university in just two weeks. Facebook became talk of the tongue and spread its popularity like a thunderstorm to the nearby universities. This magnificent result led to the idea of expanding the network, giving Zuckerberg a more immense drive to make Facebook bigger than the globe to conquer people beyond the walls of Harvard University.

The idea of expansion necessitated Mark Zuckerberg to conscript additional manpower who could aid him in building the Facebook to become bigger and wider in area coverage. He then hired Dustin Moskovitz to work on the programming of the network, Eduardo Saverin to deal with the business aspect; Chris Hughes who is also his friend joined him in the promotion of the website, and Andrew McCollum worked on the graphic design of the website. The expansion commenced on March 2004, extending the network to Columbia, Stanford and Yale. It continued to expand, especially when Facebook was opened to all Ivy League, resulting in a budding demand from the schools in Boston area.

Eventually, due to the rising popularity of the Facebook, universities from the United States and Canada requested the network in their schools. In June 2004, because of the magnificent success of Facebook expansion, Zuckerberg and his company decided to transfer the base of the Facebook operations to Palo Alto in California where they rented a sublet.

The year that followed the era of The Facebook expansion, Zuckerberg’s company bought its domain name facebook.com for \$200,000 which led to dropping the article “The” from its original name *The Facebook*, giving the network its popular name widely known today as *Facebook*.

### Why Use It?

Well, it’s one of the hottest social network sites today and millions of individuals are using it. You can easily access many people through Facebook. You can look for your old friends there and even some of your lost relatives. Once you find them, you can start reigniting the relationship.

The site is not just for fun, meeting new friends, and keeping the communication lines open, but it is also for promoting various kinds of businesses.

### Why Is This Social Networking Website So Popular?

Basically, it’s all about the connection or the networking. This website offers a great way for people to socialize with each other. It serves as a way for a lot of people to keep in touch with friends and family where they will be able to be



updated on what their friends and family are up to or what’s new about them.

Facebook also serves as a great way for people to meet new people and make new friends. Here, you will be able to create your own unique profile and also view other people’s profile.

This social networking website will also allow you to share your photos to the world. And, unlike other social networking website, Facebook will allow you to share unlimited amount of photos. Today, more than 14 million photos are uploaded every single day. You can also comment on your friends’ photos and put descriptions to your own photos.

Another great thing about Facebook is that it sends real time notifications. For example, if someone writes on your Facebook wall, it will instantly appear and you can respond to it. You will also be notified if someone’s birthday in your network is coming up. This means that you no longer have to miss a birthday celebration or forget to greet your friends on their special day.

In Facebook, you can join groups that share common interests. For example, if you love extreme sports, such as skydiving, you will be able to join a group that also loves the sport. Here, you will be able to find activity partners and make new friends.

Facebook isn’t just about leisure, but another great thing about it that makes it popular is that it is a very powerful marketing tool. You can use all the applications in Facebook and market what you are selling. Your competitors may already be doing it now, so why don’t you?

### Privacy Issues

It’s natural to receive friend requests in Facebook. You can accept the invitations, but you need to ensure that you can verify the profile of that individual. You see, some users tend to create a profile using someone else’s name and they post fake pictures. A ‘friend’ in Facebook can easily get more information about you including your birth date and other personal information. Identity theft is now widespread online and it can begin by inviting you as a friend, so try to be extra careful.

Privacy options should be set at ‘my friends only’. When you create an account, all the information you put there is made public. Everyone can find out about your favorite movies, books, and other personal information. Facebook doesn’t explicitly tell their members about this matter, but it is really happening. It is up to you to set your privacy settings properly. Your personal information should only be accessible to your friends.

Avoid applications like *secret crush* or *throw snowballs* if you're not sure about the publisher. You can find many applications like the two mentioned. At first, the applications may seem harmless. There are times when your personal information and that of your friends can be unintentionally accessed through such applications, so try to be wary of them.

When you activate a certain application or program, criminals can get all the information they need and soon you will realize that you're already a victim of identity theft. Using Facebook is really fun, but you need to protect your privacy as well.

### Facebook Addiction

Many individuals are now 'addicted' to Facebook and because of this, they become less productive. Well, Facebook should not get in the way of your studies or career. Recently, young adults are already addicted to using

Facebook. How so? Well, they check their profile more than 35 times each day.

You can beat the addiction to Facebook. As you may have noticed, you can easily and instantly communicate with your loved ones and friends. This means that you can finish the task on time and you can already increase productivity.

As a student, you need to prepare a lot of papers like essays. If you want, you can set up your own discussion group on Facebook. Post the essay question and soon the discussions will follow. By doing so, you can already gain valuable insights that you can use to write the essay.

If you set up a discussion group, the swapping of ideas is fast and easy. You can even exchange lecture notes and other reading materials. In a matter of minutes, you can already prepare the needed paperwork.

([ezinearticles.com](http://ezinearticles.com) › [Internet and Businesses Online](#) › [Social Networking](#))



**How many friends have you got on Facebook? What's the friend limit on Facebook?**



**Read the following short text . Why was Ivy Bean famous?**

Research by a British anthropologist shows that the optimum number of friendships that the human brain can maintain is about 150. But that's in the real world. What happens on Facebook where the maximum number of 'friends' permitted is 5000?

According to social networking statistics, the average Facebook user has 130 friends. Some people have a lot more. Ivy Bean from Bradford in the north of England became Facebook's oldest known user at the age of 102 in 2008. She quickly started making friends and became an online celebrity. When she maxed out her 5000 friend count on Facebook Ms. Bean joined the Twitter website and continued her social networking. At the time of her death in July 2010, she had 4,962 friends on Facebook and more than 56,000 followers (including the Prime Minister's wife) on Twitter. Ms. Bean's last tweet was July 6 2010. It read, "Going to have my lunch now will be back later."



**Read the text again and find these numbers. What do the numbers refer to?**

150 - *the optimum number of friendships*

130 -

2008 -

2010 -

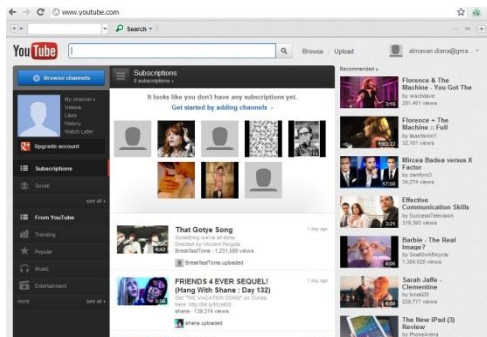
5000 -

4962 -

56000 -

(<http://www.teachingenglish.org.uk/>)

## 4. YOUTUBE – BROADCASTING AT YOUR FINGERTIPS



Read the following text on the popularity of the video sharing website YouTube and write headings for the paragraphs:

### YouTube Is the Top Social Media Innovation of the Decade

December 22, 2009

by Adam Ostrow203

As the decade draws to a close, there's at least one thing we can say about the social media space with a fairly high level of confidence: it's here to stay.

1. \_\_\_\_\_

YouTube didn't even exist for more than half the decade, but a perfect storm of increasing bandwidth, advances in Flash, and the rise of social networks (where YouTube content could be embedded) made 2005 the perfect time for the site to make its debut. The growth was meteoric, and within 18 months, the website became one of the most trafficked on the web and the company was sold to Google for \$1.6 billion.

2. \_\_\_\_\_

Detractors are quick to point out that a significant portion of YouTube's growth was due in no small part to the hoards of illegal content that found its way onto the site. They'll also point to its inability so far to turn a profit. But the legal issues are mostly history, solved through technology and legal maneuvering. And the monetization is starting to come. Today, the fact is quite simply that YouTube dominates online video in a way that looks absolutely insurmountable.

3. \_\_\_\_\_

How does something "go viral"? In the case of YouTube, an enormous part of it is the ability to embed clips anywhere, from blogs, to social networking profiles, to the front page of popular websites. YouTube pioneered this concept, and today, it's a driving force behind the collective 1 billion minutes we spend *each day* watching YouTube clips.

4. \_\_\_\_\_

Another trend that has buoyed YouTube is the availability of low-cost video cameras, and the inclusion of video on many mobile phones. Nowhere was the convergence of this trend with the other tides that have lifted YouTube more evident than this summer during the disputed Iran elections. Video captured of an Iranian woman named Neda bleeding to death in the streets was front page news around the world for days. And while Iran tried aggressively to stop the flow of information out of the country, videos captured on camera phone found their way around the web (both on YouTube and on YouTube-inspired sites) and into the hearts and minds of the outside world. YouTube has made everyone a potential journalist and the world a better place for it.

5. \_\_\_\_\_

Much like YouTube has allowed anyone to be a journalist, it's also allowed anyone to be an entertainer. And much like how blogs and the web have been incredibly disruptive to print media, online video is becoming incredibly disruptive to television.

6. \_\_\_\_\_

In a decade that saw social media move from the fringes to the mainstream, YouTube is the innovation that touched the most lives, became a driving force for change around the world, and ultimately ends the decade with an opportunity to be as disruptive in the next 10 years as it was in the past four. That's why YouTube is our choice for social media innovation of the decade.

<http://mashable.com/2009/12/22/youtube-2010/>



**Listen to the following text published in Washington Post on the matter of legal issues concerning posting copyrighted material on YouTube. While you listen, fill in the blanks from the following sentences with words you hear:**

1. It is not clear whether YouTube is a friend or a (1) \_\_\_\_\_ .
2. To exercise control big media companies want some of the shows to be (2) \_\_\_\_\_ .
3. Google Inc. agreed to buy the site for (3) \_\_\_\_\_ in stock this month.
4. Comedy Central wanted YouTube to remove some clips from (4) \_\_\_\_\_ and *The Daily Show*.
5. Some clips cross a line by including an (5) \_\_\_\_\_ of a show.
6. Sharing digital information so easily poses (6) \_\_\_\_\_ threats to media companies.
7. Last year there were as many as (6) \_\_\_\_\_ visitors in September.
8. The advantage of YouTube is that media companies do not have the same (8) \_\_\_\_\_ on such violations.
9. Jon Stewart appeared to (9) \_\_\_\_\_ video sharing in an interview with *Wired* magazine.
10. According to Reifman, people who post videos are volunteer (10) \_\_\_\_\_ for *Comedy Central*.