
HERE IS THE NEWS, WHERE IS THE NEWS

DIFFERENT WORLDS IN THE MEDIA

Type of module	Creative communication
Level	B2
Target group	16–19-year-old learners
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A kiadvány az Educatio Kht. kompetenciafejlesztő oktatási program kerettanterve alapján készült.

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A teljes programcsomag elérhető: www.educatio.hu címen.

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1.1 HANDOUT – DISCUSSION

■ Discuss the following questions.

- 1 Which newspaper(s) or magazine(s) do you usually read? (If you don't read any regularly, why not? In that case, do any other members of your family read anything regularly?)
- 2 What type of news does it cover mainly?
- 3 Can you give a profile of a typical reader? Where/How could you advertise this paper/magazine? (Where is it advertised?)
- 4 What is it that appeals to you about it? (unbiased coverage, investigative journalism, interesting topics, etc.)
- 5 What page do you turn to first? Which are your favourite articles?
- 6 In what ways do you think it could be improved?
- 7 Do you ever read the news/articles on the Internet? Why (not)?
- 8 Why do you think tabloids are so popular in Hungary?

1.2 VOCABULARY OF JOURNALISM

- Fill in the gaps with a word from the box.

BIASED	BROADSHEETS	CIRCULATION	CLEAR
CONCISE	CORRECT	COVERAGE	EDITORIAL
EXCLUSIVE	HEADLINE	LEAD	OBJECTIVE
SUBSCRIBE	TABLOIDS		

There are two sizes of newspaper. _____(1) have small pages, a lot of pictures and short and simple articles, which are often prone to sensationalism. _____(2) have large pages and contain more serious journalism.

I _____(3) to our local newspaper, which has a daily _____(4) of 55,000.

An article which gives the opinion of the editor on an important subject is called an _____(5).

A story which no other paper has is called an _____(6).

Most people who buy the Financial Times do so because it has good _____(7) of business news.

The title of a report printed in large letters is called the _____(8). This is followed by the _____(9), which is a full summary of what is to follow and should incorporate as many of the 5 “W’s” of journalism (who, what, where, when and why) as possible. Also, if journalists use opinions in these introductory sentences, they have to be _____(10); otherwise, viewers or readers will get a _____(11) point of view. There are also the three “C’s” of journalism – words beginning with the letter C, which define a good news package or story. First of all, journalists should use simple and _____(12) language. Secondly, they should try to make the story short and _____(13) with no unnecessary words. Thirdly, getting all the facts right and being objective will make the story _____(14).

1.3 EVALUATION SHEET FOR NEWSPAPERS/ MAGAZINES

1

Title of newspaper/magazine	
Accuracy and language (The 5 W's and 3 C's)	
Credibility (Are the sources believable?)	
Bias (How objective is the paper? Are there equal number of quotes and sources of the various sides in an article?)	
Layout (letter size, picture size, number and arrangement of articles and pictures on a page, etc.)	
Profile of a typical reader	
Overall impression (Is it reader-friendly? Is it informative? Is it worth its price?)	

1.3 EVALUATION SHEET FOR NEWSPAPERS/ MAGAZINES

2 (Homework)

Title of newspaper/magazine	
Accuracy and language (The 5 W's and 3 C's)	
Credibility (Are the sources believable?)	
Bias (How objective is the paper? Are there equal number of quotes and sources of the various sides in an article?)	
Layout (letter size, picture size, number and arrangement of articles and pictures on a page, etc.)	
Profile of a typical reader	
Overall impression (Is it reader-friendly? Is it informative? Is it worth its price?)	

2.3 NEWSPAPER/MAGAZINE PROFILE

Name of paper/ magazine	
What's on the cover	
Special focus/Feature article (if any)	
Summary of important news item 1	
Summary of important news item 2	
Summary of important news item 3	
Summary of important news item 4	
Summary of important news item 5	

3.2 NEWSPAPER/MAGAZINE PROFILE FOR NOTE-TAKING

Name of paper/ magazine	
What's on the cover	
Special focus/Feature article (if any)	
Summary of important news item 1	
Summary of important news item 2	
Summary of important news item 3	
Summary of important news item 4	
Summary of important news item 5	

3.4 SELF-ASSESSMENT FORM

■ Think about the last three lessons on the subject of journalism. Finish the sentences so that they are true about YOU.

1 In this project, I learnt...

2 I still need to work on...

3 For me, the most interesting item of news was about ...

4 The type of journalism I found easier to summarize was ...

5 Has this project changed the way you feel about reading newspapers/magazines in any way? Please, specify.

6 If I could subscribe to one of the newspapers/magazines discussed in the last three lessons,

it would be _____ because
