

MEDIA PROJECT

Unit 2: Ideology, Public Opinion, and the Media

The goal of this assignment is to develop a critical awareness of the news and how different types of media define what news is and how and to whom it should be presented. *15 points. Due Thursday 10/20*

Media outlet chosen _____

- Select one newspaper and one national television news program (network or cable; not local!) and compare how each covers a particular news item over **five consecutive days**. Each day you will select one story covered by both sources. Make notes of how each source reports the story. If you wish to select a newspaper other than the one you get at home, you may access that newspaper online.



- Answer the “Questions to Consider” below. I expect **typed**, complete responses.
 1. How do the two news sources you picked differ in the way they cover the same stories? Do they report the same facts, or do they emphasize different issues? How does each source differ or agree in defining the lead story?
 2. Is there a particular or consistent political orientation in the way the news item is covered? For example, is there a liberal or conservative bias? What evidence would you cite to support your assertion?
 3. How do the two news sources differ in defining what is news? (e.g. acts of violence, human drama, etc.)
 4. How important is video or visual presentation to the television network in presenting the news? Is much news presented without film or visuals?
 5. What role does the news anchor have on the news? How does he or she act, and how might he or she influence you or the presentation of the news? How might this role on television compare to the role of editorials in a newspaper.
 6. Look at the ads during the news or in the newspaper you have selected. To whom are the ads directed, and do you think the ads give you a clue about for whom the news is being written or how it may be slanted?
 7. Pick one news story you covered that involves a nation other than the United States. Look at a source from the other country about the same event. Is there a difference in the coverage? The bias? The tone? What does it tell you about media in that country?