



## News Sources

Students are asked to consider how newspapers have become news brands offering online versions due to the increase in mobile technology.

This first activity asks them to come up with as many sources of news as they can. Possible answers are hidden on the page and can be shown as needed.

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## News in the Digital Age

Students are told about the decline in print newspapers and the reasons for the increase in online news. The concept of personalised news should be introduced – news that is tailored to its audience specifically, based on their likes/dislikes and interests.

Students should discuss how mobile technology and online news allows for this personalisation of the news. Possible answers are hidden on the page and can be shown as needed.

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## Online News

This activity gives students a little time to consider the print and online version of one newspaper from a choice of three, set by WJEC.

Using the print resource, they need to research circulation figures, readership, owners, how the online version tries to maintain the brand image of the print version and who advertises where. A good starting point for data linked to newspapers is <https://www.abc.org.uk/>

In order to compare effectively, it may be helpful to have some copies of the print editions to hand.

Finally, students are asked to consider ways in which online news can bring in revenue. Responses they may come up with are: increasing advertisements, introducing subscription services, introducing a paywall, encouraging members to subscribe/register to access content,

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## Newsworthiness

Students are encouraged to understand how the news is not simply reporting on all the events that have happened. So many events happen all over the world that there is no way the news media could report on all of them, so in this way the news media is biased and selective.



The news media will carefully select which news items to include and which to omit. They will also carefully construct a narrative to the event that tells the story from their angle – this may be through use of images, language and how much coverage an item gets.

The first activity gives students the chance to think about which news items would commonly appear where. The final question is about newsworthiness and students should understand that each news medium will have its own criteria as to what makes something newsworthy and that each news medium tailors its content to its audience, format and finances.

The final activity pushes students to think about industry constraints a little more. They should be able to explain why things such as finances, time available, deadlines and audience will impact on whether something becomes news and give examples to support their points.

Some responses they may give include:

- **Financial constraints** – Sending news reporters overseas can be extremely costly, as can setting up satellite connections which can be temperamental. For these reasons, investigative journalism and reporting on foreign affairs has been declining in recent years.
- **Time available and/or column space** – The news media want to be able to fill airtime and column inches so news that comes with live sound bites, live footage and/or interviews on location often makes the cut.
- **Deadlines** – Most news is usually from the day before unless it is ‘breaking news’ and so if an event happens too late or the reporters won’t have time to do the story justice, it may be dropped from the report or the paper.
- **Audiences** – the content and style of news is usually dependent on the type of audience engaging with it. For example, small road traffic accidents may be reported in a local newspaper, whereas a multi-car pile-up on a major motorway may be reported in the national news.

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### Newspaper Overview

This simple grid gives some factual information about each of the set products. It could be given to students as a starting point for their chosen newspaper or you could blank out just their chosen newspaper and give them it as a model, to complete themselves after some research.



## Critical Perspectives

This match up exercise is used as an introduction to the critical perspectives the students will be expected to know whilst studying News.

This is only a starting point and students will be expected to know the critical perspectives in enough detail to be able to apply them to their chosen products. Therefore, you may want to direct them to read independently on these topics for homework.