



Media – Representation

Construction and Mediation – Key Points

This is available as a student sheet

- News in the media is always constructed even though it appears to be real life.
- Every story has gone through a decision process and has been shaped by the journalist for a particular audience.
- The values and beliefs of the institution publishing the story has influenced how it is represented.
- The story may contain bias or exaggeration for the purpose of entertainment.

Research

Look at the front covers of today's newspapers. Do they all have the same story on the front cover? Why do you think editors choose different stories to appeal to their target audience?