Introducing the Media

ACTIVITY 3.3

Learning Targets

- Examine a news source and identify its focus.
- Explain how a medium is tailored for a specific audience.

LEARNING STRATEGIES:
Think-Pair-Share,
Questioning the Text

Before Reading

1. To prepare to discuss the media, complete the following survey.

_____

News Media Survey

1. Rank the following media outlets in the order you would turn to them for information on a major news story. (Use 1 to indicate the outlet you would turn to most often. Write N/A to indicate you would not use that outlet.)

_____ Newspaper
_____ Local TV News
_____ Cable News Station
_____ Word of Mouth
_____ Websites/Internet
_____ Radio News
_____ News Magazines

2. Rank the following media outlets for accuracy and trustworthiness in how they present information. (Rank the most trustworthy outlet 1.)

_____ Newspaper
_____ Local TV News
_____ Cable News Station
_____ Word of Mouth
_____ Websites/Internet
_____ Radio News
_____ News Magazines

3. Think back on the past month. About how much time (in hours) did you spend receiving news (not entertainment) from the following media outlets?

_____ Newspaper
_____ Local TV News
_____ Cable News Station
_____ Word of Mouth
_____ Websites/Internet
_____ Radio News
_____ News Magazines

4. Rank each of the following reasons that you might give for not reading the newspaper. (Write 1 next to the reason most appropriate for you. Write N/A if you disagree with the statement.)

_____ They are boring.
_____ They take too long to read.
_____ They don't have information that applies to me and my life.
_____ They usually focus on scandals, politics, and gossip.
_____ They are often filled with mistakes and lies.
_____ Other:

5. Do you feel that it is important to be knowledgeable about news? Explain.

_____

My Notes

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My Notes

News Source Viewing Log

2. You have been assigned one news source to monitor. Be prepared to share your findings tomorrow during class.

Time (non-print) or Location (print)	Story Focus or Headline	Target Audience	Perspective on Issue Covered

3. As you compare your source's coverage of "news" with that of other students, what key differences do you notice? What might explain those differences?

Literary Terms

A **target audience** is the intended group for which a work is designed to appeal or reach. A **secondary audience** is the group who may also receive the message or may influence the target audience.

Writing Prompt: After discussing differences, write a text explaining how your source's coverage of "news" is tailored to what you think is its **target audience**. Identify a specific audience for your source. Be sure to:

- Provide a clear, focused response to the prompt.
- Use relevant details from your viewing log to support your analysis of how the style and content contributes to the engagement of the target audience.
- Use specific diction to maintain an objective tone throughout your writing.

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