

**MEDIA STUDIES EXAM**  
**TV NEWS AND NEWS**  
**WEBSITES**  
**MONDAY 4TH JUNE 2018**  
**2PM**



**REVISION**  
**TASKS**

# KNOW YOUR EXAM!

## **Section A: Thinking about the media - Investigating News (40 Marks)**

4 Questions where you will be analyse a piece of **TV News** in the exam.

Things you need to know:

- Media terminology
- TV News terminology
- Audio and visual codes and their effect
- Issues with representation
- Issues with television news
- Target audiences/

## **Section B: Thinking about the Media - Planning News (40 Marks)**

A series of tasks demonstrating creative and planning skills showing your understanding of **News Websites**.

Things they might ask you to do:

- Design a news website for a particular audience
- Write a lead story for a news website
- Analyse your website/story
- Discuss the audience of your website and how it appeals
- Evaluate the convergent nature of news websites



# GENERAL REVISION TASKS YOU CAN DO TO PREPARE

## SECTION A: TELEVISION NEWS

- Watch a variety of Television News - national, regional, prime time news, rolling news etc
- Analyse the generic conventions.
- Look at how different groups of people are presented on TV news - politicians, different races, celebrities etc.
- Learn TV News terminology.
- Research target audience of different TV news programmes.
- Analyse non-conventional TV news shows such as Good Morning Britain.
- Complete several case studies in this booklet.
- Read articles on the popularity of TV News and apply this to your case studies.
- Attempt exam questions under exam conditions.

## SECTION B: NEWS WEBSITES

- Look at a variety of News Websites - Times online, Mail online, BBC News, Metro etc.
- Analyse the layout and format of the websites.
- Look at how different groups of people are presented on TV news - politicians, different races, celebrities etc.
- Learn news websites terminology.
- Analyse and research target audiences of different news websites.
- Complete several case studies in this booklet.
- Read articles on the growing popularity of online news and apply these to your case studies.
- Attempt exam questions in exam conditions

**TV NEWS TERMINOLOGY: DEFINE THESE KEY TERMS WITHOUT  
LOOKING AT YOUR GLOSSARY**

ANCHOR	MODE OF ADDRESS
ASTON	NEWS BELT
AUTOcue	NEWS IN BRIEF
BRANDING	REGIONAL NEWS
CORRESPONDENT	ROLLING NEWS
DIRECT ADDRESS	RUNNING ORDER
DONUT	STING
HOOK	SOFT NEWS
HARD news	TRAIL
VOICE OVER	VOX POP

LABEL THIS NEWS WEBSITE USING THE TERMINOLOGY LISTED. IF YOU DON'T KNOW THEM, LEARN THEM!

The screenshot shows the Aol Entertainment page. At the top, there is a search bar and navigation links for Home, News, Sport, Money, Entertainment, Living, Travel, Cars, Games, and Weather. The main content area features a large article about Angelina Jolie, with a sub-headline 'Angelina Jolie reflects on 'hardest time' after split from Brad Pitt'. Below this are several smaller article thumbnails with headlines such as 'Justin Bieber apologises after cancelling his world tour', 'Kate Hudson shows her need for new film role', 'Sir Michael Caine makes secret cameo in Dunkirk', and 'Wonder Woman sequel is confirmed after huge success'. On the right side, there is a 'READ MORE' section with more article thumbnails and a 'MOST WATCHED' section. At the bottom, there is a 'More Celebrity stories' button.

Banner	URL	Search Box	Navigation Menu
Dropdown Menu	Tabs	Slideshow/Gallery	Widget
	Call to Action	Favicon	

# GENERAL MEDIA TERMINOLOGY

ACTIVE audiences	genre
ANCOURAGE	ICONOGRAPHY
BRAND IDENTITY	INTERACTIVE AUDIENCE
CONNOTATIONS	INTERTEXTUALITY
CONVENTIONS	MAINSTREAM
CONVERGANCE	NICHE AUDIENCE
CROSS PLATFORM MARKETTING	NON-DIEGETIC SOUND
DENOTATION	PASSIVE AUDIENCE
DIEGETIC SOUND	PUBLIC SERVICE BROADCASTING
ENIGMA CODE	STEREOTYPE

THINKING LIKE AN A\* STUDENT:  
MEDIA THEORIES.

SUMMARISE EACH MEDIA THEORY AND APPLY IT TO TV  
NEWS AND NEWS WEBSITES.

<b>Uses and Gratifications</b>	<b>Gatekeeping Theory</b>
<b>Todorov's Narrative Structure</b>	<b>Laura Mulvey's Male Gaze Theory</b>
<b>Hypodermic Syringe</b>	<b>Richard Dyer's Star Theory</b>
<b>Propp's Character Types</b>	<b>Binary Opposites</b>

## TV News Case Study

<b>Title of Programme</b>	<b>Broadcast Details</b>	
	Channel: Time:	Date:
<b>Organisation Details</b> Channel owned by: Funded by:		
<b>Main news events featured</b>	Hard News?	Duration
1:		
2:		
3:		
4:		
5:		

### Visual Codes

Programme Branding  
(logo, typography, colour scheme) :

Studio:

Camera / Editing Techniques:

Special Effects  
(CGI, graphics, animations) :

Anchor / other presenters  
(age, gender, clothing) :

### Audio Codes

Theme Music:

Stings:

Announcer's Voice:

Use of sound effects / music within stories:



**Issues of Representation**

(gender, class, race, nationality, sexuality, age, region, interests, political views)

**Relevant Theories**

(Gatekeeping, Uses & Gratifications, Binary Opposition, Star Theory, Propp, Todorov, Male Gaze)

**Target Audience**

(Demographics and Psychometrics)

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## Website News Case Study

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<b>Organisation Details</b> Website owned by: Funded by: Political Sympathies (circle): conservative labour independent unknown		
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### Visual Codes

Website Branding  
(logo, typography, colour scheme) :

House Style:

Main Images:

Linked Video Content:

### Language

Labelling and anchoring:

Puns, tricks, plays on words:

Emotive choice of words/phrases:

Mode of Address:

Formal/informal language:

**Issues of Representation**

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# THE ORIGINS OF TV NEWS

The News industry is the longest standing media platform and has for centuries provided readers with information about events and issues within local and national areas.

The first newspapers can be traced to the 17<sup>th</sup> Century and were used for news and rumour and looked more like pamphlets than the style we know today. By the 1720s there were 12 London newspapers and 24 regional papers and newspapers were quite political during this time and therefore problematic for the Government, who then introduced taxes and laws for newspapers in an attempt to stop them printing against the government of the time. At the beginning of the 19<sup>th</sup> Century, newspapers would fight against this in favour of free press. The developments in technology during this time also meant that newspapers were becoming more affordable to a greater percentage of the population. The reduction of the newspaper tax also meant that they were cheaper to produce and the circulation of English newspapers rose from 39 million to 122 million by 1854.

The 20<sup>th</sup> Century saw the rise of the Press Barons, a small group of people who owned and closely supervised major newspapers. These were powerful men who had the ability to shape the landscape of the time - the **zeitgeist**. In the 1930s, over two-thirds of the population was estimated to read a newspaper every day. This century also saw the introduction of **radio news** and **television news** as technology started to develop. These became the primary sources of news and had the ability to be updated more frequently.

By the 21<sup>st</sup> century, circulation of newspapers saw rapid decline, mostly due to internet platforms.

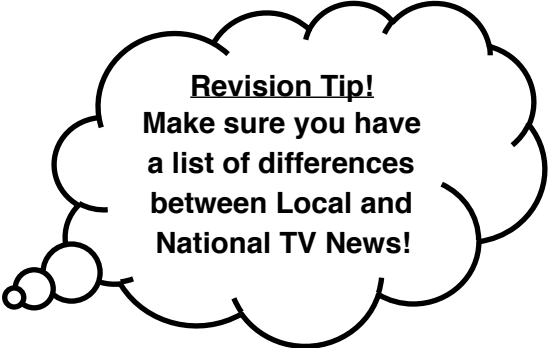
The first channel to launch on British television was BBC One and they provided daily news broadcasts from 1955. By 1966, television became available in colour and provided audiences with realistic and engaging images. In 1967, ITV launched their own news programme - *ITV News at Ten* - this became a rival to the BBC broadcast and created competition for audiences, followed by Channel 4, Sky TV and Channel 5. By adding more channels, the audience was becoming more **fragmented**, meaning there were less people watching one particular channel at a time.

Like newspapers, TV News broadcasts have had to face competition from online platforms, but have also created versions of their own channels online, for example the BBC News Online. By 2008, all major broadcasters have online versions and increasingly mobile apps where consumers can get their news much quicker.

SUMMARISE AND CONDENSE THE INFORMATION ABOVE IN THIS BOX.

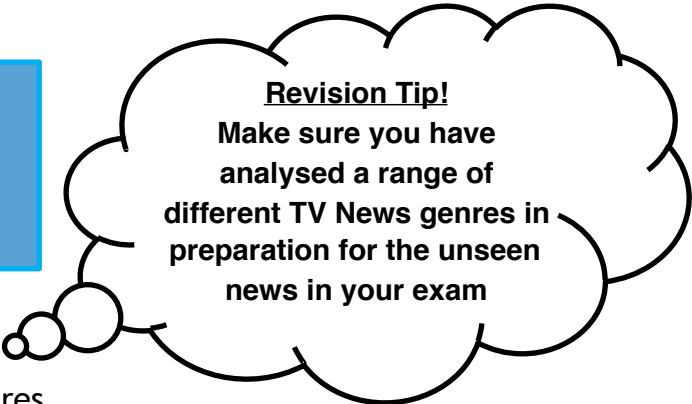
## REVISION TASKS THAT WILL MAKE A DIFFERENCE

**Task – Watch a local news programme and a national news programme from the same channel. How are they similar? How are they different? How does the first programme broadcast encourage audiences to watch the second?**



**Revision Tip!**  
Make sure you have a list of differences between Local and National TV News!

**Task – Analyse the genre conventions of a TV News programme. How do the conventions reinforce trust and formality?**



**Revision Tip!**  
Make sure you have analysed a range of different TV News genres in preparation for the unseen news in your exam

TV News can be produced in many different genres to appeal to a wide range of audiences:

- Sports News
- Entertainment News
- 24 Hour News
- News Bulletins (One minute)
- Local News
- Children's News
- Current Affairs programmes

They will mostly follow the same conventions, but their visual and technical codes may differ to create a different mode of address and to appeal to different audiences.

**Task – Analyse a programme in each of the genres above. Consider:**

- Visual Codes
- Technical Codes
- Language & Mode of Address

## REVISION TASKS THAT WILL MAKE A DIFFERENCE

**Task – Watch an episode of Channel 4's *Dispatches* - <http://www.channel4.com/programmes/dispatches>**

**Analyse the programme commenting on:**

- High Production Values
- Ideologies

**Task – Watch a 30-minute segment from *BBC Breakfast* or ITV's *Good Morning Britain* and take note of the topics of discussion and how they construct the visual codes.**

**Task – Find a TV News package that features Todorov's structure and answer the following questions:**

- Does the channel provide a resolution to the problem? Why/Why not?

**Task – Find a TV News broadcast that features a binary opposition and answer the following questions:**

- Do we support one side of a story as opposed to another? Why?
- Have the producers constructed an 'us' vs. 'them' binary

## **REVISION TASKS THAT WILL MAKE A DIFFERENCE**

**Task – Find and analyse TV News broadcasts which represents the following issues, events and social groups:**

- Immigration
- Education
- World Cup
- Royal Wedding
- Celebrity Death
- Young People
- Older People

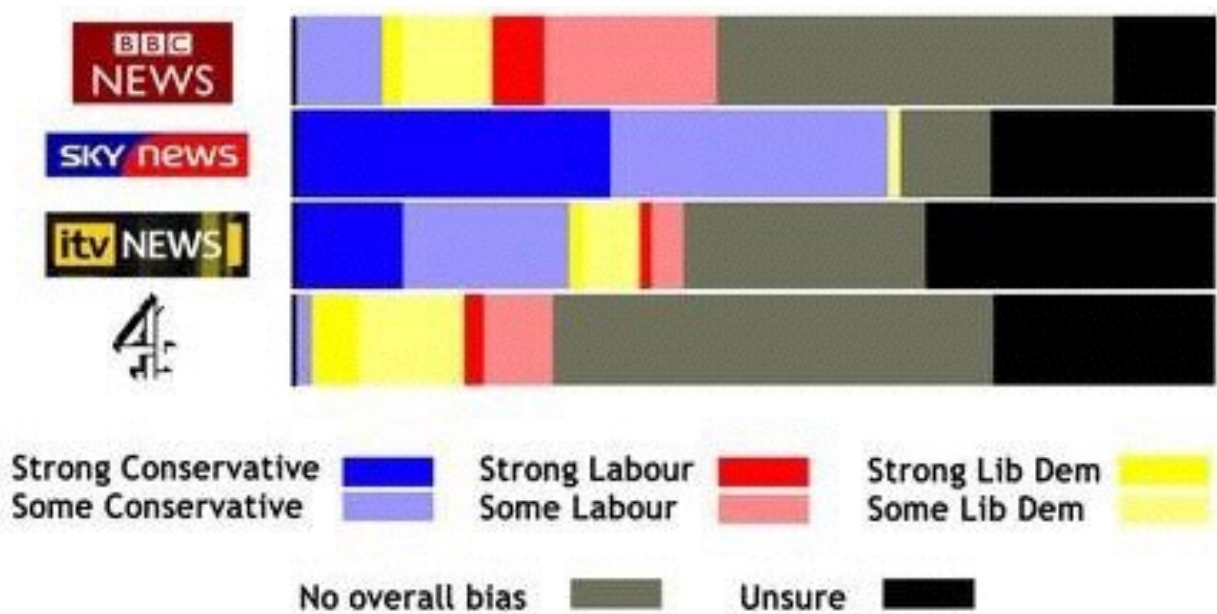
**Task – How do different TV channels represent the same event? How might they influence the audience's opinion on that particular topic?**

**Task – Identify and analyse the News Values of a news package you have already studied.**

## REVISION TASKS THAT WILL MAKE A DIFFERENCE

Most of our media have right wing ideologies or choose to reflect the most popular government at the time. This means that their political stance as a channel is sometimes subject to change.

**Revision Tip!**  
Ensure you have a list of the different political ideologies



**Task – Analyse the infographic above. Which channels are:**

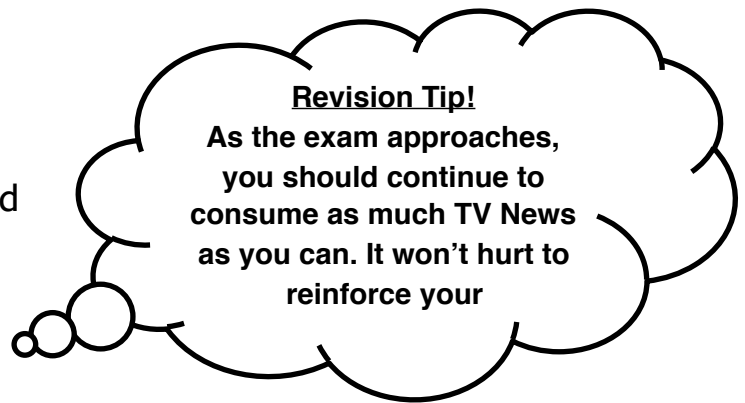
- most bias towards right wing
- most bias towards left wing
- most impartial



# REVISION TASKS THAT WILL MAKE A DIFFERENCE

## News Regulation

TV News is regulated by Ofcom, a regulatory body set up in 2003 who enforce the law and advise broadcasters. They also deal with complaints from the public and are funded by fees from the industry and from the government.



Ofcom's job is to:

- Ensure a wide range of high quality and wide appealing services are available
- To protect audiences against offensive and harmful material
- To protect audiences against unfairness or infringement of privacy

If a channel is found to be in breach of any of Ofcom's codes of conduct, they will be investigated, have the breach placed on their record, be made to apologise, fined or removed from broadcast.

**Task – Answer the following questions:**

- **Do you think that TV News should be regulated more strictly? Why?**

**Task – Do you think that there is a conflict of interest in the way Ofcom is funded? Find some online research to support your point.**

# REVISION TASKS THAT WILL MAKE A DIFFERENCE

## Ownership

TV Channels are often owned by large media **conglomerates**. This immediately gives them a lot of status and power within the media industry. It also means that they are more likely to be able to **indoctrinate** their ideologies across multiple platforms.

Channels are more often than not funded in one of three ways - advertising, subscription fees or public/government money.

**Task – Research the ownership of Sky News:  
Which company owns the channel?  
What else do they own?  
Why might this be an issue?**

## Public Service Broadcasting

**Public Service Broadcasting** is a type of funding and channels that fall under this term are financed by public money. They are independent of government and are seen to offer a public service by catering for a range of audiences. They are also meant to be politically impartial.

In the UK, we have two channels that fall under this remit - BBC and Channel 4.

PSB's must:

- Be available nationwide
- Cater for all interests and tastes
- Cater for minority audiences
- Produce impartial programming
- Commission programming from within the UK
- Be Quality over Quantity

The BBC differs from other broadcasters as it is funded by the **licence fee**. This is a publicly paid annual fee of £147, and is payable by households who watch and record programmes as they're being shown on TV or live on an online TV service and/or those who watch and download BBC programmes on iPlayer.

Channel 4 are a predominantly funded by advertising and sponsorship, but are publicly owned. This means they are not established to make profit like ITV or Channel 5, for example. They have a responsibility to be innovative, experimental and distinctive in their programming, and like the BBC, have an obligation to cater to a range of audience interests.

**Task – Watch an episode of BBC News or Channel 4 News:**

- Are they available nationwide?
- Is their broadcast impartial?

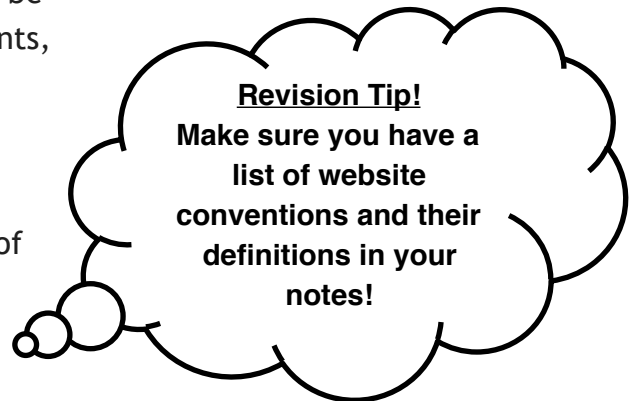
# REVISION TASKS THAT WILL MAKE A DIFFERENCE

## Website Conventions

Websites of all genres follow a very similar pattern of conventions, making them easy to navigate for users. When first visiting a news website you will land on the **homepage** and be presented with the main **headlines** and **thumbnail** images which anchor the story. There will also be several secondary stories, which will be accessible through **hyperlinks**; clicking on a link will open a **subpage**. Any content in which you have to scroll to get to is described as being **below the fold**, and will be deemed as less important than the content above it for the target audience.

Websites also feature conventions such as **banner** and **popup adverts**, and these are primarily how websites are funded. There will also be convergent links to the brand's social media accounts, creating opportunities for audiences to follow the brand and become loyal.

Like TV news, news websites come in a range of different genres and the visual codes and content of the stories will demonstrate this.



**Task – Analyse the visual codes for these websites and consider who the audience is:**

- **Huffington Post – [huffingtonpost.co.uk](http://huffingtonpost.co.uk)**
- **The Guardian – [theguardian.com](http://theguardian.com)**
- **Vox – [vox.com](http://vox.com)**
- **Wired – [wired.co.uk](http://wired.co.uk)**

**Task – Write the copy for the following stories**

- **Man finds dead body in backyard**
- **Ed Sheeran announces world tour**
- **Local supermarket could close**
- **Footballer arrested for drunk driving**
- **Energy drinks linked to skin disease**
- **Kylie Jenner starts twitter war**
- **Scientists find cure for arthritis**
- **British Film earns Oscar nomination**
- **Freak storm heading for UK**

## REVISION TASKS THAT WILL MAKE A DIFFERENCE

**Task – Look at the website for a newspaper and the front page of that newspaper on the same day (google: BBC front pages) and answer the following questions:**

- **How do the two products appeal to audiences?**
- **Are the same audiences addressed? Why/Why not?**
- **Are the same stories reported? Why/Why not?**
- **What news values do you find in both?**
- **What similarities are there?**
- **What differences are there? Why?**
- **What audience needs are represented in each product?**

## PRACTICE MAKES PERFECT!

ATTEMPTING PRACTICE EXAM QUESTIONS IN EXAM CONDITIONS IS THE MOST EFFECTIVE WAY OF REVISING.

APPLY THESE SECTION A QUESTIONS TO ANY TV NEWS YOU HAVE STUDIED.

YOUR MEDIA TEACHER WILL MARK THEM GIVING YOU THOROUGH FEEDBACK.

### SECTION A: Television News

1. How are television news conventions used in the extract you have studied to engage the audience? [10]

2. Identify **two** different camera angles or shot types used in the extract. [2]

Explain why they are used. [8]

3. How are teenagers represented in the news? [10]

*Refer to examples you have studied (not only the resource material)*

4. Explain why fewer people are watching television news today. [10]

1. Identify **two** images used on the conventions within the broadcast [4]

(b) Briefly explain why these are used [6]

1. (a) Identify **two** technical codes in the broadcast [4]

(b) Briefly explain why these are used [6]

2. Explain how TV News appeals to audiences. Refer to examples you have studied. [10]

3. Explain how TV News is regulated. [10]

1. (a) Identify **two** visual codes in the broadcast [2]  
(b) Briefly explain why these **two** visual codes are used [8]
2. Explain how presenters are used in the broadcast [10]
3. Explain how events are represented in **two** broadcasts you have studied. [10]  
(not the resource material)
4. Suggest two reasons why news companies use convergent media and explain these reasons using examples you have studied. [10]

1. (a) Identify **two** uses of language in the broadcast [2]  
(b) Briefly explain how they are used [8]
2. Explain how audiences respond to TV news [10]
3. Explain how ethnicity is represented in broadcasts you have studied. [10]
4. Explain why news is important to institutions. [10]

1. (a) Identify **two** uses of sound in the broadcast [4]  
(b) Briefly explain why these **two** sounds are used [6]
2. Explain how narrative is used in the broadcast [10]
3. Explain how age is represented in broadcasts you have studied. [10]
4. Suggest why news is still important to audiences. [10]

## **SECTION B: Thinking about the Media – Planning News Websites**

**Task 1.** Design the front page of a news website aimed at teenagers with suggested news stories. Label the features you have used. **[10]**

Your front page should contain the following:

- The name, logo and slogan of your news website.
- The typical features included in a news website.
- At least five different news stories.

**Task 2.** Plan a brief online news article about a local band winning an award. **[10]**

Your plan should include the following:

- The opening paragraph of the article
- The content and order of the article
- Online / interactive content to be included in the article

You may use bullet points, numbered points, headings or diagrams to present your ideas.

**Task 3.** Explain how your news website will appeal to teenage audiences. **[10]**

**Task 4.** Explain why an online presence is important to news outlets. **[10]**

## SECTION B: Thinking about the Media – Planning News Websites

- Task 1. Choose a name for your breakfast show and briefly explain why you chose this name [4]
- Task 2. Explain **three** conventions that will feature in your news website [6]
- Task 3. Design a homepage for your news website. [10]
- Task 4. Discuss how convergence is used in news [10]
- Task 5. Explain the appeal of news websites. [10]
- 
- Task 1. Choose **four** topics for a news website that would appeal to your audience. [4]
- Task 2. What **three** conventions will you use to appeal to this audience? [6]
- Task 3. Design a subpage for one of your stories [10]
- Task 4. Explain how your news website will attract audiences. [10]
- Task 5. How are news websites maintaining audiences? [10]
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- Task 1. Identify **two** things you will need to consider before writing your lead story. [2]
- Task 2. Explain what sources you will use to create your story [8]
- Task 3. Write the copy for your lead story [10]
- Task 4. Explain how 24-hour news channels engage audiences [10]
- Task 5. How important is online news for audiences and producers? [10]