

REPRESENTATION TASK: NEWS VALUES

MEDIA LANGUAGE

In Media Studies we look at how the media presents certain things like:

People
Issues
Events

The way these things are presented in media texts can depend on factors such as the political leanings of the producers, the audience and the time in which the text was produced.

If you like, you can look at this aspect of media studies as being about how the media re-presents actual events, issues and people according to these factors.

To give you an example, you can't have missed the news coverage of George Floyd's death in Minneapolis on 25th May. I know this is an upsetting example to use, but I am very keen to stress the importance of Media Studies in understanding the way that the world you understand is created for you. You might feel that this issue is the most important in today's news. You might place this above corona virus, global warming, the economy or the return to school and select this as the story you would lead a news report with.

You might pick up on the way I've tried to make the above sentence about George Floyd neutral. If I included a picture, I would deliberately select one according to the way I wanted to re-present the story to you. You will have seen reports on Trump's tweets about the protests in the USA – you might pick up on the different ways that words and images are selected in different reports. Hopefully, Media Studies will make you think about the ways different news sources display bias in order to influence the way audiences might respond.

NEWSPAPERS HAVE DIFFERENT IDEOLOGIES

The Mail Online's lead story 5th June 2020 – TV celebrity human interest story – this was selected as the story that should take the lead. How is this story represented? How have words and images been selected in order to present the news in a particular way?



Compare this to the Guardian's lead story from the same day:



Clearly they are very different, they have selected different items as the lead; they have made decisions over the words and images they choose.

Just to get you to think about the underlying ideologies of the news providers, what do you think this shows about the representations of

International outlook versus domestic

Ethnicity

Challenging the status quo vs challenging wrongdoing

Age

Scale of events – individuals or groups being affected.

TASK 1

Screenshot a minimum of four different news sources on the same day and compare the representational issues surrounding their selection of lead story and the images/words that go with it.

Suggest: BBC News, Guardian online, Mail online, The Sun, The Mirror, The Times, Huffington Post

KEEP THE NOTES YOU MAKE READY FOR SEPTEMBER

TASK 2

Read the handout on Galtung and Ruge's News Values on Showbie.

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