

NEWS ANALYSIS...

ANALYSER GRIDS



30 MINS

+MAKING NOTES DURING REPORT

GCSE MEDIA STUDIES: NEWS ANALYSER GRID

Institution: _____

Programme: _____

Demographic

- Psychographics, demographics and age group
- Why aimed at this? Any limitations?

Studio and News Anchor

- The design of the studio, gadgets used
- Formality and description of anchors dress and language both linguistic and physical

Theory and Links

- Uses and Gratifications; surveillance, personal companionship etc
- What does the audience identify with based on studio and anchor?

Unique Selling Points and Synergies

- Is there anything special about the institution or the programme specifically?
- Does it synergise with anything (i.e. website or app?)

Sound and Lightning

- Diegetic and Non-Diegetic sound?
 - Where and Why
- Does key lighting change why?

Graphics and Other Interesting things

- Ticker Type/News Bar?
- Animated Logo?
- Interesting Animations in studio?

Types of News being reported

- What news are being talked about?
- Does this reflect the companies values?
 - Do they link / split up equally?

Anchors Names: _____, _____

Anything interesting about the anchors?