

GCSE MEDIA STUDIES: NEWS ANALYSER GRID

Institution: <i>BBC</i>	Programme: <i>60 sec news</i>
<p style="text-align: center;">Demographic</p> <ul style="list-style-type: none"> - Psychographics, demographics and age group - Why aimed at this? Any limitations? 	<p>Generally aimed at c2-E demographic: short attention span and don't like news anyway. Suit them despite scheduling and timing of the bulletin. Could be aimed at mainstreamers and aspirers-attracted to new stuff and this bulletin is quite technological.</p>
<p style="text-align: center;">Studio and News Anchor</p> <ul style="list-style-type: none"> - The design of the studio, gadgets used - Formality and description of anchors dress and language both linguistic and physical 	<p>Medium shot of presenter – we only see him at start and end when he tells the next programme that will be on. Studio is simplistic with a green screen: images presented in background digitally to show the wide range of stories to chose from. New and modern – anchor dressed casually in a shirt (which is what we can only see) The anchor speak formally but smiles to the camera connoting connection between the audience and news anchor</p>
<p style="text-align: center;">Theory and Links</p> <ul style="list-style-type: none"> - Uses and Gratifications; surveillance, personal companionship etc - What does the audience identify with based on studio and anchor? 	<p>Uses and Gratifications:</p> <ul style="list-style-type: none"> - Surveillance: To inform us of the news stories around the world in a short, quick update every 45 minutes. - Personal Companionship: Introduces with just name 'Matt' – connotes him being really friendly towards the audience and therefore building up a relationship.
<p style="text-align: center;">Unique Selling Points and Synergies</p> <ul style="list-style-type: none"> - Is there anything special about the institution or the programme specifically? - Does it synergise with anything (i.e. website or app?) 	<p>USP – Its 60 seconds: no other news bulletin is that short yet so much news is fit in just a single bulletin. Very promotion selling point for younger demographic. Synergy – BBC News logo appears throughout the bulletin on the ipad. Twitter: @60sec news No mention of website: perhaps too short to fit in? Shows that content is more important for institution than that of advertisement?</p>
<p style="text-align: center;">Sound and Lightning</p> <ul style="list-style-type: none"> - Diegetic and Non-Diegetic sound? <ul style="list-style-type: none"> - Where and Why - Does key lighting change why? 	<p>Key lighting on anchor Logo animation sound effect – short. Background music – modern and digitalised and fit in with logo intro music. Music gets louder as the bulletin finishes. Voice over the news – no actual sound from the news clips themselves: not very conventional.</p>
<p style="text-align: center;">Graphics and Other Interesting things</p> <ul style="list-style-type: none"> - Ticker Type/News Bar? - Animated Logo? - Interesting Animations in studio? 	<p>Ticker Type at the bottom: Summarises the news being spoken about. The logo is animated at the start and the end. BBC 3 logo on top throughout. Stories presented on tablet shows new technology so links with demographic targeted. This is animated as well, from one to other.</p>
<p style="text-align: center;">Types of News being reported</p> <ul style="list-style-type: none"> - What news are being talked about? - Does this reflect the companies values? <ul style="list-style-type: none"> - Do they link / split up equally? 	<ul style="list-style-type: none"> - British Couple badly treated in Somalia - Haiti Earthquake - Prince Harry for charity - Angelina Jolie winning award - All news stories last for 8 seconds equally

Anchors Names: *Matt*, _____

Anything interesting about the anchors?

- *We don't see him for most of the bulletin only at start and the end.*
- *Wears a grey shirt and has a traditional 'news anchor' speaking tone.*