Source A and B cover the same news event but are from different newspapers. How does the media language used incorporate the viewpoints and ideologies of the papers?

In your answer you must:

* Outline the media language conventions in British newspapers
* Analyse the contrasting use of media language in the sources
* Make judgements and reach conclusions about how far genre influenced the media language used.

Introduction – **Write as one paragraph**

|  |  |  |  |
| --- | --- | --- | --- |
| **Source A** | | **Source B** | |
|  | **OUT**  *(outline the structure of your essay)* | |  |
|  | **LIST**  *(list the variables which influence the construction of media language)* | |  |

2nd and 3rd paragraphs **–write as two separate paragraphs (each box no longer than a sentence)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Source A** | | **Source B** | |
|  | **CONV 1**  *(outline conventional use of layout)* | |  |
|  | **CONV 2**  *(outline conventional use of images)* | |  |
|  | **CONV 3**  *(outline conventional use of news content)* | |  |
|  | **CONV 4**  *(outline the conventional use of news values)* | |  |

4th paragraph – **Write as one paragraph**

|  |  |
| --- | --- |
|  | **Source A &B** |
| **ANALYSE**  (analyse the use of layout) |  |
| **ARG**  (argue what influenced the use of layout) |  |
| **COMP**  (compare the use of layout in the second source) |  |
| **ARG**  (argue what influenced the use of layout) |  |

5th paragraph – **Write as one paragraph**

|  |  |
| --- | --- |
|  | **Source A &B** |
| **ANALYSE**  (analyse the use of images) |  |
| **ARG**  (argue what influenced the use of images) |  |
| **COMP**  (compare the use of images in the second source) |  |
| **ARG**  (argue what influenced the use of images) |  |

6th paragraph – **Write as one paragraph**

|  |  |
| --- | --- |
|  | **Source A &B** |
| **ANALYSE**  (analyse the use of language &content) |  |
| **ARG**  (argue what influenced the use of language & content) |  |
| **COMP**  (compare the use of language & content in the second source) |  |
| **ARG**  (argue what influenced the use of language & content) |  |

Conclusion – **Write as one paragraph**

|  |  |  |  |
| --- | --- | --- | --- |
| **Source A** | | **Source B** | |
|  | **STATE**  *(state your final opinion on what influences the use of media language the most)* | |  |