

Media Exam Case Study Research

SECTION A -NEWSPAPERS

Homework - case study research

- This is vital research to enable you to respond to Section A tasks of the media exam.
- We will be covering much of what you will need to know for examination, but you **will be better prepared if you have a case-study of your own.**
- Your long-term assignment for home learning is listed above. This will be for presentation in class later on.
- This research task should take you three weeks.

Overview

- Research into **two** current newspapers – one tabloid and one broadsheet. You should chose two of the following:
 - TABLOID
 - The Sun OR
 - The Mirror
 - BROADSHEET
 - The Guardian OR
 - The Independent

Overview of the research:

Types of Newspapers

- Research the two different types of newspapers – ‘Tabloid’ and ‘Broadsheet’
- Define each type and say how they differ in terms of
 - Format (size/layout/print/online)
 - Style (look and language)
 - Content (stories/news/extras)
 - Audience (age/wealth/gender/education)

Tabloid Vs Broadsheet

1. Define the terms 'Tabloid' and 'Broadsheet'
2. Outline what the different is between Tabloid and Broadsheet
3. Introduce the two newspapers you will be researching for this case study
4. Give a brief overview and history of each newspaper including their target audience
5. You should use an image of the front page of each to illustrate your introductions to the newspapers

Format: Analyse the format – not just the front page but features and sections or pull-outs etc.

Name of Tabloid

- How big is it
- What does it look like
- Print? Online? App?

Name of Broadsheet

- How big is it
- What does it look like
- Print? Online? App?

Audience: size and demographics – how big is their readership? Who is reading them in terms of age, gender, education, wealth (socio-economics)

Name of Tabloid

Name of Broadsheet

Profitability & circulation: Paid for/Free? & National/Local?

Name of Tabloid

Name of Broadsheet

Content: what it covers and how it covers it
(linguistic features/images)

Name of Tabloid

Name of Broadsheet

Style: Formal/informal? Sensational/Factual?

Name of Tabloid

- State and give examples

Name of Broadsheet

- State and give examples

Frequency - how often is it published?: daily,
weekly, Saturdays, Sundays, evenings?

Name of Tabloid

Name of Broadsheet

Helpful websites

- <http://www.mediaknowall.com/Basics/basics.php?pageID=printstudy>
- <http://www.bbc.co.uk/education/guides/zps4qty/revision>
- <http://www.bbc.co.uk/schools/gcsebitesize/english/creativewriting/commissionsrev1.shtml>