



A news sense is really a sense of what is important, what is vital, what has colour and life—what people are interested in. That's journalism.

Burton Rascoe (1892–1957), American journalist, editor and literary critic for the *New York Herald Tribune*

Print media

Chapter overview

Media is, in the modern sense, the following broad means of communication: print (newspapers and magazines), television and radio. 'Media' is the plural of 'medium'—which means something that sits between two other things. So, print media, television and radio sit between us, as the audience, and the events they report on. The word 'media' was first used as the collective noun for newspapers in the 1920s. Now it has come to include electronic media as well, including digital texts of all kinds—the kind you read every day.

In the news

You might think that print media is relatively new—perhaps dating from the invention of the daily newspaper—but it is as old as civilisation.

In ancient times, messengers were sent to bring word—news—of what was going on in other places. Travellers would ask others for the latest news and pass that on wherever they were going. In the ancient Roman Forum and its Greek equivalent, the Agora (market place), handwritten sheets of news were displayed.

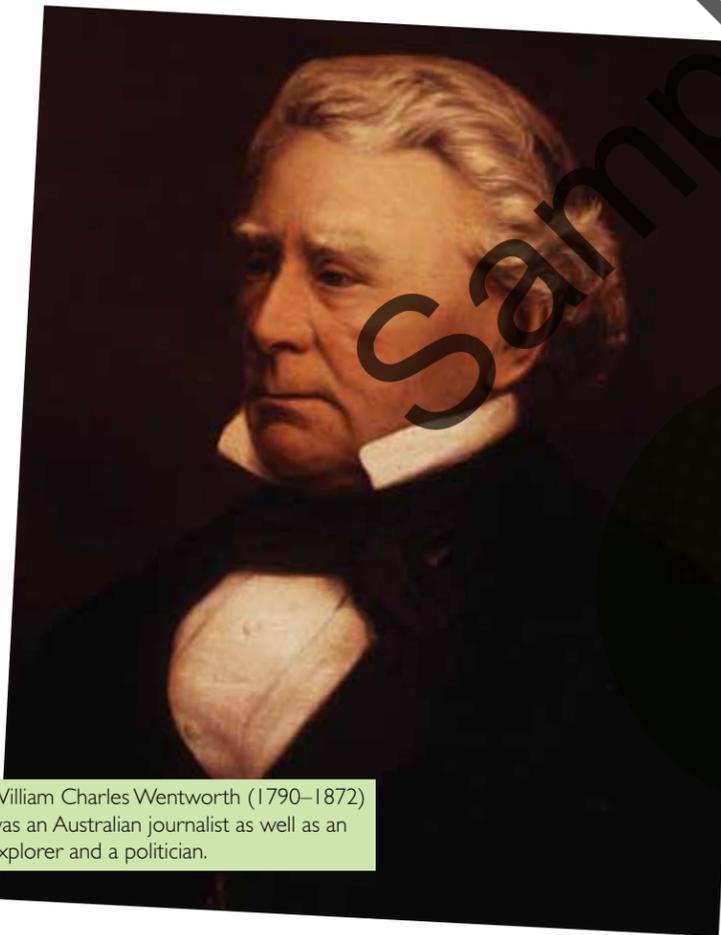
The development of newspapers

In Europe, from late in the fourteenth century to the seventeenth century, handwritten newsletters were circulated among merchants. These newsletters covered everything from the progress of various wars to what would now be called 'human interest' stories. The first printed newspaper-style publication appeared in Germany in the late fourteenth century in the form of a news pamphlet or 'broadside'—and the news it pronounced was very scandalous indeed. In the English-speaking world, corantos—small news pamphlets—were published but only when something really important happened. That changed when, in 1622, *The Weekly Newes* became a regularly printed news booklet. Then, in 1666, the first newspaper was published—*The London Gazette*.

Probably the biggest change in newspaper publishing came in the 1830s in America with the emergence of what was called the penny press, a newspaper you could buy for one penny. This meant that everyone—even people with little money—could afford to buy and read a newspaper. Until this happened, only the wealthy could afford to buy a newspaper.



In 1803, George Howe printed Australia's first newspaper, the weekly *Sydney Gazette and New South Wales Advertiser*, from a shed at the back of Government House. Local news was delivered to the editor via a 'slip box' hung outside the shop where the paper was distributed. It consisted of reports on items such as shipping, agriculture and crime as well as poems, prose and religious advice. Overseas news arrived on ships, so it was usually ten to fourteen weeks late by the time it was published.



William Charles Wentworth (1790–1872) was an Australian journalist as well as an explorer and a politician.



The front page of *The London Gazette*, Monday 3–10 September 1666, reporting on the Fire of London

Breakaway tasks

Remembering

- 1 When were the first handwritten news sheets produced?
- 2 What was the first newspaper in Australia?

Understanding

- 3 Why was the rise of the penny press so important?
- 4 How did Howe gather news stories for his newspaper?
- 5 Which words in the *London Gazette* extract are you unfamiliar with? In small groups, try to work out what each word might mean and how it should be said. Techniques you could use include sounding out the words, identifying any root words you are familiar with and using context to help you make sense of the words. Write down the definitions you come up with. Take a stab at writing out the pronunciation too!

Applying

- 6 Research to find out what else happened in London in 1666.
- 7 Look up each unfamiliar word from your answer to Question 5 above and compare to your guesses about the meaning and pronunciation of each word. (Note, their modern spellings may be quite different.) How close were you?
- 8 Choose five sentences from the *London Gazette* extract and rewrite them for a modern audience.

Analysing

- 9 Make up another name for the penny press.
- 10 The first publications were very small and usually focused on one event. What else would have been put in newspapers to fill them up when they became bigger?
- 11 What words in the *London Gazette* are capitalised? Are they all proper nouns? What are the rules for capitalisation today? According to these rules, should these words be capitalised? Why or why not?
- 12 There are a number of italicised words in the *London Gazette* piece. Why are they italicised? What are the rules for italicising words today? Are there any that you would not have italicised?
- 13 For the words you didn't recognise in Question 5, how different is their modern spelling? Is there any explanation you can find for the change?

Evaluating

- 14 How might the rise of the penny press have affected general literacy rates in countries that depended on print media?
- 15 The first newspapers in each country had to obtain authorisation from their governments to publish. Why do you think governments thought this was necessary?

Creating

- 16 Make up your own newspaper and create the banner (the title area on the front of the paper) for it.
- 17 Make up a news story for George Howe.



The front page

Do you ever notice what is on the front cover of a newspaper? Sometimes, even when something really significant is happening in world news, local papers show footballers or people at the beach on hot days on the front page instead. Why do they do this? Newspapers are designed to sell in order for the publisher to make money. That means that they have to appeal to the reader in order to encourage them to pay for the paper. The footballers and the beach are more interesting to the average person

in the street than something that happens half way around the world. These kind of stories are called 'human interest' stories and they sell well—that's why you see them on the front page.

DID YOU KNOW...

There are two kinds of newspapers—**tabloids** (small page, often full of popular news) and **broadsheets** (large page). What kind of newspaper does your family buy?

Sample pages



Date of publication

Headline

Lead story—in a tabloid paper (unlike this one) this often caters to reader interest rather than offering global news

What's inside to stimulate reader interest

Weather news

banner

Cost

What's in the paper?

Newspapers typically contain:

- news articles on events, sport, politics
- feature articles
- advertisements
- sports results
- entertainment articles and information
- games, quizzes and astrology
- classifieds, sales and employment opportunities
- opinion pieces—editorials and letters to the editor.

News articles

News articles should report the who, what, when, where, why and how of an event. They should present this information objectively and without bias. The reader should, by the end of a news report, know about the event but not be able to identify the reporter's opinion of it. Articles can cover the full range of topics from sport to world politics. The purpose is to inform. Typical features of a news article are:

- a headline that indicates some key aspect of the subject

- information that is presented clearly and objectively
- past tense writing, because it is reporting something that has happened
- limited emotive or descriptive writing
- quotes from a relevant source or sources
- relevant background information.

Taking a closer look

On the next page is a news article about Barack Obama, the American President, published after he won the Nobel Prize for Peace, one of the most important and significant prizes awarded to people who actively promote harmony in the world.



OBAMA WINS NOBEL PEACE PRIZE

NEWSPAPER
Barack Obama was awarded the 2009 Nobel Peace Prize yesterday for 'his extraordinary efforts to strengthen international diplomacy and co-operation between peoples'.

The Norwegian Nobel Committee chose the US President for the award, cited his outreach to the Muslim world and attempts to curb the nuclear proliferation.

The stunning choice made Mr Obama the third sitting US president to win the Nobel Peace Prize and shocked Nobel observers because Mr Obama took office less than two weeks before the February 1 nomination deadline.

Mr Obama's name had been mentioned in speculation before the award winner was chosen but many Nobel watchers believed it was too early to honour the President.

'Only very rarely has a person to the same extent as Obama captured the world's attention and given its people hope for a better future,' the committee said.

'His diplomacy is founded in the concept that those who are to lead the world must do so on the basis of values and attitudes that are shared by the majority of the world's population.'

The committee said it attached special importance to Mr Obama's vision of, and work for, a world without nuclear weapons.

'Obama has, as President, created a new climate in international politics. Multilateral diplomacy has regained a central position, with emphasis on the role that the United Nations and other international institutions can play,' the committee said.

Theodore Roosevelt won the award in 1906 and Woodrow Wilson won in 1919.

Former president Jimmy Carter won the award in 2002, while former vice-president Al Gore shared the 2007 prize with the UN panel on climate change.

The Nobel committee received a record 205 nominations for the year's prize.

In his 1895 will, Alfred Nobel stipulated that the peace prize should go 'to the person who shall have done the most of the best work for fraternity between the nations, and the abolition or reduction of standing armies and the formation and spreading of peace congresses'.

Unlike the other Nobel Prizes, which are awarded by Swedish institutions, he said the peace prize should be given out by a five-member committee elected by the Norwegian Parliament.

Sweden and Norway were united under the same crown at the time of Mr Nobel's death.

Source: *The Associated Press*, 9 October 2009

Breakaway tasks

Remembering

- 1 When is the nomination deadline for the Nobel Peace Prize?
- 2 For what reason did President Obama receive the award?
- 3 What other American presidents have won the award?

Understanding

- 4 Why is this a 'shock' award for President Obama?
- 5 Explain how the Peace Prize is different from other Nobel prizes.

Applying

- 6 Who would you give the Nobel Peace Prize to and why?
- 7 Do you think that prizes like this mean anything to anyone other than the person who receives it? Does it matter to you?

Analysing

- 8 Rewrite this sentence so that it can be understood by primary school children:
Alfred Nobel stipulated that the peace prize should go '... to the person who shall have done the best work for fraternity between the nations, and the abolition or reduction of standing armies and the formation and spreading of peace congresses'.
- 9 Does this article suggest that Barack Obama fulfilled the criteria as outlined above?
- 10 Both the article and the images of Barack Obama are complimentary towards him. How do they make him appear to you? How do these three texts make you feel about him?

Evaluating

- 11 What does it tell you to know that there were a 'record 205 nominations for this year's prize'? This is a prize awarded to someone who has done great things for world peace. How many people can you think of that would deserve such an award? Do you find it surprising that there was a record number of nominations? Why or why not?
- 12 What do you know about President Obama that could explain his nomination?

Creating

- 13 Write a nomination for someone you know who you think should get a prize for something special. Draw up a certificate outlining the award and the reason for which they are receiving it.
- 14 Create the prize that you think you might be able to win if it were real.



Feature articles

Feature articles are long articles that focus on a particular issue that is relevant at the time of publication. The background information is included and all aspects of the issue are explored. This means that a feature story is an expository text—it exposes an issue without judging it. Like news articles, feature articles should be objective. Their purpose is to inform the reader about all aspects of an issue. Typical elements of a feature article are:

- a headline that indicates some key aspect of the subject
- usually past tense writing
- emotive, but not hysterical, language
- background information
- avoidance of judgements where possible
- often quotes from some relevant source.



tap. We joke and talk. We wave old Chinese airline fans for relief from the heat. We discuss Ramadan, and how it is meant to make the observant Muslim fully understand what it means to go without. Ironic in this setting, I muse.

...
This isn't a criminal we are talking to. He's clever, speaks English, is morally grounded, likes Western culture, could mix with your adult children and be their friend. You imagine what he might do if he could come with you at the end of the visit. What an addition to the gene pool, this healthy and fine-looking human. But his chances of staying are about as slim as his chances of survival in Syria or Palestine, should he be deported.

As we leave I ask if my friend can get his fan that evening as it's so hot. I get a shrug for an answer from the woman warder. It's then I know that I'll be back.

Source: *Courier Mail*, 20 December 2002

THE SORRY STATE OF AUSTRALIA'S STATELESS PEOPLE

By Anne Henderson

NEWSPAPER IN AUSTRALIA, it's not easy to visit a detention centre. You need someone to visit, [and to] make a trip to the outback or to Sydney's fringes. You have to be motivated [to] join a group like Chilout (Children Out of Detention). And yet, more Australians should visit their country's detention centres.

A friend encouraged me to visit Villawood. You will be different if you go, she said; you'll want to go back. She was helping someone there. She talked with him on the phone. He's bright and so expressive, she told me; he's desperate. We set a date.

We arrived by car at around 4 p.m. with temperatures over 40 degrees. An eclectic group of three, Jewish and Catholic backgrounds, one a retired Australian army officer, dressed casually. We were to visit a young Palestinian, more than two years in detention at Port Hedland, Woomera and now Villawood. A stateless person.

We carried bottles of water, some groceries, his favourite Tim Tams and pistachio nuts. It was Ramadan and he was fasting 16 hours a day. In addition, I had bought him a box fan unopened, straight from a hardware store.

...
At Villawood, there are five locked gates to pass through before the visiting compound, a barren incline surrounded by wire that we view walking to the entrance.

It could be a scraggy playground except for the 10m-high fence with razor wire. You notice the razor wire first, huge curling tunnels across top and bottom of every fence. It glistens in the sun, new, with little axes of razor-sharp steel along the wire, inches apart.

A smiling young warder lets us in, saying she thought she had to work the next day in the heat. But she doesn't and is now so happy. We fill out identity forms, move into the security office where we leave our belongings in a locker. We can take the foodstuffs, the fan must stay behind.

Our detainee's name will be written on the box. These warders are no better or worse than bossy lower-order custodians anywhere power can be misused in a democratic society.

For more than three hours we sit in bare shade in the visiting compound. A convivial three hours in penurious conditions in a compound with not even a



Breakaway tasks

Remembering

- 1 Where does the young man come from?

Understanding

- 2 What is Villawood?
- 3 What does the word 'eclectic' mean?
- 4 What is Ramadan?

Applying

- 5 What part of Henderson's experience would affect you most? Why?

Analysing

- 6 Anne Henderson, the author, refers to the young man as 'stateless'. What does that mean? What other words might you use to describe his position?
- 7 Consider how Henderson presents the physical landscape of Villawood. What aspects does she emphasise? Why do you think she does so?
- 8 Does this article exhibit the features you would expect in a feature article? Which features can you find and which are not included?

Evaluating

- 9 Why do you think the fan has to be left behind?
- 10 Why does Henderson seem to find it difficult to believe that this young man has to be detained in a detention centre?
- 11 Explain what Henderson means by the last sentence.
- 12 How many people in your class have ever seen a detention centre? What do you know about them from your own experience, the media, or other people's opinions? In what ways does Henderson challenge your ideas? Has she given you a new view of detention centres? Why or why not?
- 13 Conduct some research into detention centres. Then write a letter to the Australian Government in which you argue for or against them as part of Australia's strategy for dealing with refugees.

Creating

- 14 Write a diary, journal entry or conversation between the young man and some other member of Villawood, about what happened the day the journalist came to visit.

Advertisements

Newspapers are expected to make money for the owners of the newspaper. Selling advertising space is a way of making sure the newspaper makes money. Have a look at any page of a newspaper. How many advertisements can you see?

Sports results

In any week, in any state or territory, there are sporting events that need to be reported. People want to know what happened, who won, who lost and who did what. Sports results are almost always at the back of the paper. Watch as people pick up a newspaper—do they start at the beginning or the end; news or sports?

Entertainment articles and information

Want to find out what's playing at your nearest cinema or theatre? One place to find out is the newspaper. Any cinema, theatre or entertainment venue that wants to make sure people know what's on will take out an advertisement in the paper.

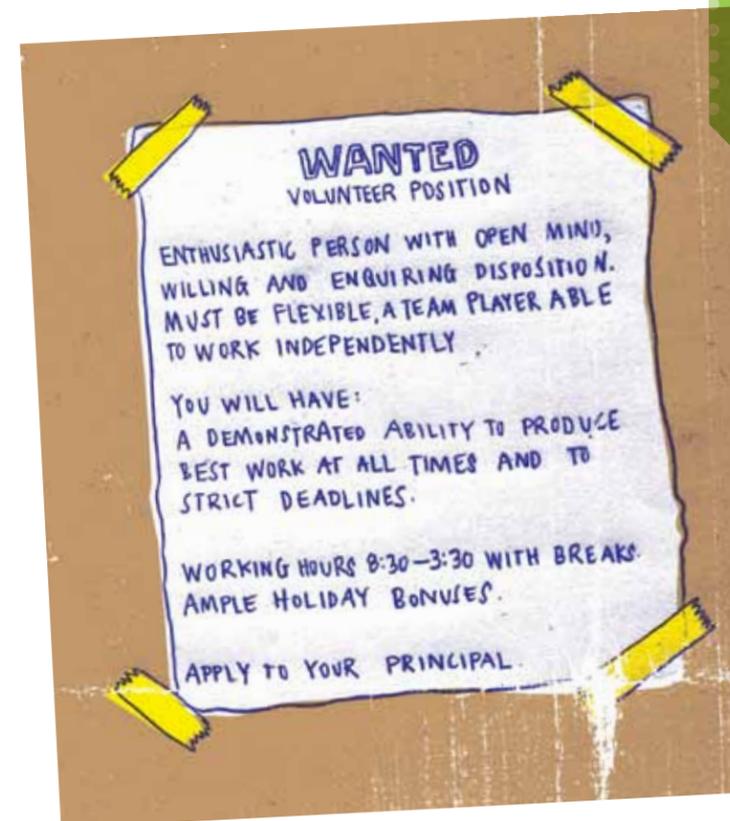


Games, quizzes and astrology

It's not all news—there are fun things in the newspaper, too. Crosswords, cryptic crosswords, sudoku and puzzles keep people entertained. There are even pages for kids to colour, draw and answer questions. Trivia quizzes are very popular—some papers run them every day and others just once a week. Astrology—predictions about people's lives based on their date of birth—is entertainment for some. There are readers who declare that their 'stars' are accurate. What do you think?

Classifieds, sales and employment opportunities

These pages are usually towards the back of the paper, although not at the very end—that's where sport lives.



Opinion pieces

Opinions are expressed in three parts of the newspaper: the editorial, the opinion or comment column, and the letters to the editor. In most newspapers these three texts are located together. An issue may be commented on at editorial level, a columnist may take it up at a more personal level and members of the public can have their say in the letters section.

The editorial

The editorial is usually written by an editor, an editorial representative or an editorial group. It does not express a personal opinion; it expresses the newspaper's position on an issue. An issue is a subject on which people's opinions are divided. Typical features of an editorial are:

- a focus on an issue of general interest
- usually present-tense writing, because it expresses an opinion rather than recounting an event
- the third person narrative position (he, she, they)
- a broad range of persuasive techniques (words and/or phrases that make a reader feel a particular way)
- their appeal to a broad audience
- a focus on what should be done.



KEEPING OUR KIDS SAFE

NEWSPAPER

DEDICATED Queensland lifesavers are back patrolling our beaches this weekend as we prepare for what will be a long, hot summer.

Their tireless efforts will save countless lives, despite the worst efforts of foolish people who ignore their expert warnings on where and when to swim safely.

Thanks to them, our beaches will remain refuges of delight from what we are warned could be a brutal summer.

Sadly, they cannot patrol the pools and waterways that take a terrible toll, particularly on young lives.

The *Sunday Mail* reports, with sorrow today, that toddler deaths have tripled in just 12 months, with 14 deaths under the age of four in 2008–2009.

These deaths are the more tragic because of their innocence and their absolute reliance on adults to keep them from harm's way.

But, from this summer, young lives will be made a little safer when the Queensland Government begins phasing in what will be the country's toughest pool safety legislation.

The *Sunday Mail* is proud of its role in initiating these laws through its long-running and graphic Safe Summer campaign.

It is regrettable that new regulations cannot be made instantly effective but we support them 100 per cent.

All Queenslanders must accept both the letter and the spirit of the new laws that will make them increasingly responsible for young lives.

Selfish, short-sighted or stingy evasion of the new regulations will be little short of culpable behaviour and should be punished accordingly.

Source: *Sunday Mail*, 19 September 2009

The opinion or comment column

Originally, the opinion piece was called an 'op-ed' because it was placed opposite the editorial in the newspaper. It is an essay on an issue. The opinion piece is usually written by a single person who is employed by the paper either routinely or specifically to write a column in which they express their opinion. The pieces are often quite long and are intended to cause controversy so that people write letters in response. That sells papers! Typically, an opinion or comment piece has the following features:

- It is between 500 and 700 words long.
- Usually the author takes an authoritative stance on the issue—he or she could even be an expert or someone who is well known in the field, for example a swimmer talking about pool regulations.

GLOBAL WARMING AND OBESITY: THE LINKS REVEALED

By Jim Schembri

The day will soon come when we shall be roused from our beds, not by the ringing of the alarm clock, but by the rising sea levels slapping us on our slumbering faces. That is how serious global warming is. What makes it worse is that we shall all be so morbidly obese by then we won't be able to rise from our beds to save ourselves.

There is absolutely, positively no question whatsoever that we are in the midst of a climate change crisis. It is also categorically and undeniably beyond any dispute that it is man-made. Maybe.

It is also beyond any sensible argument that the western world is suffering from an obesity epidemic owing to all the junk food people consume. Listen closely the next time somebody takes their seat. Hear that slightly pleasant squelching sound? That's because the average western bottom is now so full of saturated fat and trans-fatty acid that people audibly slosh when they walk.

Up until now the obesity crisis and the global warming crisis have been regarded as two separate crises. However, irrefutable scientific evidence has recently emerged showing that the two crises are, in

- It can include personal stories as evidence (known as anecdotal evidence).
- It focuses on an issue of general interest.
- Usually the writing is in the present tense.
- The author may use personal pronouns although these are kept to a minimum to ensure that the opinion does not appear to be too personal.
- The author uses a very broad range of persuasive techniques—even very emotive language (words that conjure up strong feelings in the reader).
- The author usually outlines what should be done.
- It is usually written in the third person narrative but can be written in the first person if the issue is a personal one, such as coping with an aging parent.

fact, inextricably linked. The devastating fallout from this shattering revelation is clear and unavoidable—we shall all have to get our tongues around the correct pronunciation of the word 'crises'.

The cycle begins with the excessive ingestion of fast foods such as pies, hamburgers, kebabs, chips, potato cakes, maybe a piece of flake, some dim sims and, sure, a couple of schnitzels and throw in a spring roll, why not? And salt on that please.

The person consumes the food and gets bigger. This has several major deleterious consequences for the environment, not the least of which will now be having to also learn how to pronounce 'deleterious' properly as the 'crises' worsen. Their bloated bodies accelerate the emission of gases during digestion. This, in turn, contributes to the greenhouse effect. And because it is too much effort to walk, their increased use of cars and buses and taxis to get from one fast food franchise to the next adds to the release of greenhouse gases into the atmosphere. The chief repercussion of the greenhouse effect is bad weather, which means more hurricanes, which means more rain, which means more grass, which is what cows like to eat.

This results in the well-documented growth of both the size and population of cows, which leads to lower beef prices, which allows the manufacturers of fast food to buy more cattle to make more hamburgers, which naturally brings the price down, which allows people to buy more hamburgers and thus eat more hamburgers, and thus produce more greenhouses gases, and so on and so forth.

The predictable response to all this, of course, has been 'How can these crises be reversed? What measures can we take to cut back our carbon emissions, minimise our reliance on greenhouse gas-producing energy sources and also cut down on those happy-meal deals and late night burger binges?'

With the growing awareness of global warming has come a growing obsession for each and every one of us to reduce our 'environmental footprint' by taking all possible measures to minimise our deleterious effect on the fragile atmosphere on which we all rely on to survive. However, an emerging body of scientific opinion holds that we should, instead, think about going the other way. That is, rather than trying to combat the effects of global warming, why not put the

pedal to the metal, push this baby as far as it can go and just see where it takes us?

There has, of course, been strident opposition to this proposal from the usual gaggle of nay-sayers who always get more media exposure than they deserve. 'What of the eco-system?,' they cry. 'What of future generations? What of the survival of our planet?' These questions avoid the central issue. The question they should be asking themselves is: 'Where is our sense of adventure?' The 'go for broke' approach to climate change has already received major support, chiefly from senior government officials and large corporations, who stand to save on a lot of paperwork.

But we all stand to gain. Rising sea levels mean those with houses in the inner suburbs would suddenly find themselves the owners of lucrative beachfront property, while the extinction of all those penguins in the south pole would mean we'd never have to sit through another documentary about them, which could only be considered a good thing.

Source: Jim Schembri, *The Age*, 13 November 2006

Letters to the editor

Letters to the editor are most often written by those who have an intense passion or conviction about an issue and they write either to put their case or, more usually, in response to something that has happened to them recently or something they have read in the paper that they either heartily agree with or utterly reject. Typically, letters to the editor have the following features:

- They are between 250 and 300 words long.
- The author has a personal reason for writing and informs the reader about what happened to make them write the letter (At my son's football match the other day I was shocked to ..., I read in your paper...)
- They usually include personal stories, but can include other kinds of evidence.
- They focus on an issue that may or may not be of general interest. However, the editor is more likely to publish a broad range of letters than letters all about the same issue.
- They are usually written in the present tense.
- They are written in either the first or third person.
- The author uses only a small number of persuasive techniques, because they are so short.
- They employ a variation of tone from calm to highly emotive.
- The author often finishes with a proposed solution.

PARTIES MUST BE SUPERVISED

NEWSPAPER

I am worried about the youth of Maitland. Police arrived at Emerald Street, East Maitland, on more than one occasion on Saturday night. There was a house party going on, but surely the 100-plus youths (many minors) who turned up is a little extreme.

The surrounding neighbours bore the brunt of the gathering.

Police sirens started fairly early, about 7 p.m. Noise, broken bottles, trespassing, vandalism—eventually the police closed the gathering.

It is not only the noise of the youths walking the streets drinking, smoking, fighting, yelling and carrying on, it was the amount of traffic that this gathering generated with constant hotted-up cars and stereos.

Any cars—but especially P-platers—and booze do not mix.

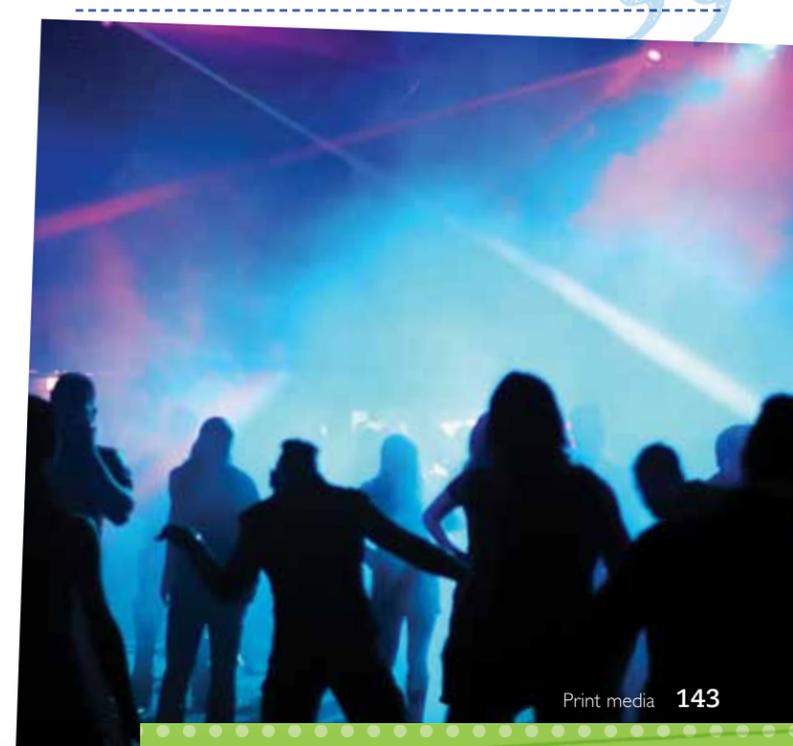
Please have more consideration for your neighbours, not just immediate, but also in the surrounding streets.

Parents, go ahead, blame the internet, email and mobile phones, whatever you want.

But the onus lies on the 'responsible adult'. Was there such a thing on Saturday night?

Concerned resident, Maitland

Source: *Maitland Mercury*, 30 September 2009



Breakaway tasks

Remembering

- 1 What is the issue in the editorial?
- 2 What is the issue in the opinion piece?
- 3 What is the issue in the letter to the editor?

Understanding

- 4 What event led the editors of the *Sunday Mail* to write this editorial?
- 5 What events led Jim Schembri to write the opinion piece in *The Age*?
- 6 What event led the 'concerned resident' to write to the editor of the *Maitland Mercury*?

Applying

- 7 Are any of these topics relevant to you? Which and why?

Analysing

- 8 Look over the typical features of each of the text types. Looking at the example of each in turn, decide which of these features they demonstrate and which they do not. Where the text is unusual in its features, do you think it was a good idea to be different?
- 9
 - a In his opinion piece, Jim Schembri uses exaggeration to help make his point—for example, '... we shall soon be roused from our beds ... by the rising sea levels slapping us on our slumbering faces'. Identify some other examples of exaggeration used in this piece.
 - b What effect does Schembri's use of exaggeration have on the reader?



To **exaggerate** something means to blow it out of proportion and make it much bigger than it really is. It is often used in humorous writing, even when the writer is making a serious point.

- 10 The authors of this textbook have inserted images to complement the editorial, opinion column and letter to the editor. In small groups, determine what aspect of the text is being emphasised for each image.
- 11 Pretend you are the author of this textbook. Find two new images to complement the extracts. Explain your choices.

Evaluating

- 12 Of the three texts, which one was the most convincing and why?
- 13 If you took the exaggeration out of Jim Schembri's opinion piece, what would the effect be?

Creating

- 14 In Question 7 you decided on the text that was most relevant to you. If you could respond to the author in fifty words, what would you write?
- 15 Rewrite Jim Schembri's opinion piece without the exaggeration.



Strands in action

Core tasks

Bring in a current newspaper from home (you have to be prepared to cut it into pieces).

a Find one example of each text type listed below.

- news article
- advertisement
- opinion piece
- editorial
- game or quiz or stars
- feature article
- sports result
- letter to the editor
- classified advertisement
- entertainment information

b Now create a checklist of the features of each text type, similar to the one following.

News article:

Feature	My example	My partner's example
A headline that indicates some key aspect of the subject		
The information presented clearly and objectively		

Extra tasks

- 1 Annotate the front page of your newspaper.
- 2 In your paper, read all the letters to the editor. How many topics do the letters cover? What percentage of the letters were about the one topic? Put them in the order of importance or relevance to your life.
- 3 Read the astrological predictions in your paper. Do the predictions for your star sign seem to be accurate for you? Why do you think people read them?
- 4 Create a quiz or puzzle for your newspaper.
- 5 Create a front cover of a newspaper in which you invent *everything*—from a news story that hasn't happened to advertisements for products that don't exist.
- 6 Write a short article on a topic that is of interest to you and find or create an image to accompany it.
- 7 Write an advertising jingle for the radio to advertise a newspaper.

Strands in action

Core task

You are a conservationist and you have discovered that a place, ecosystem or species of animal in Australia is under threat. The Federal Government has agreed to pay \$1 billion in funding for *one* promotion to gain the attention of the country and hopefully rally people to save the place, ecosystem or animal identified. You are competing with all the others in your class who have their own cause to promote. Your promotion is going to be presented as a slide presentation about the actual place, ecosystem or animal. You will have twenty seconds to present a speech that introduces your cause and then the presentation has to speak for itself. The presentation should include:

- images that make the government (your class) sympathetic to your place, ecosystem or animal

- music that makes the government feel what you want them to feel (sad about the situation, energised to change it, inspired)
- short paragraphs or sentences that contain persuasive techniques to make the government respond as you want them to.

When you are not presenting, you become part of the government too. Take some notes on each presentation, particularly in relation to how effectively they used persuasive techniques. At the conclusion of all the presentations, each member of the government votes for the cause they thought was most persuasively presented. When giving their vote, each member must briefly justify their choice.

Extra tasks

- 1 Do you think you read information that is 'worth knowing' in newspapers? Back up your answer with three examples of journalism.
- 2 **a** Make a list of five things that have happened to you in the past week. With a partner, discuss which of these is 'worth knowing'. Which of these five story ideas might interest your classmates?
b Collate your answers as a class and select some of these ideas to develop further.
c Form two groups: the journalists (writers) and the storytellers (those who 'own' the journal idea). Each journalist selects a story from the class list and interviews the owner of that journal idea.
d Each journalist prepares a short report on the story and the owner of the journal idea edits the work, checking for errors.
- 3 Hop up on your soapbox and give a thirty-second speech persuading your audience to agree with your position on an issue.
- 4 Find or create a billboard that is designed to sell something. Present your billboard to the class and explain:
 - who you think the target audience is and why
 - what appeals are being made
 - what attacks are being made
 - what other persuasive features you can identify.



To hop up on your **soapbox** means to get up and have your say. The expression originates from the practice of people standing up on a portable stage—usually a wooden box, or disused soapbox, and exercising their democratic right to free speech.