



# Is it Newsworthy?

An Introduction to News Media Analysis

## Workshop Description:

**BREAKING NEWS!** Or is it? In an age of 24-hour news coverage, how is newsworthiness determined? In this workshop, students will trace the development of today's news media and examine how it is being shaped in the digital age. Students will compare news events across various media to determine if Marshall McLuhan's theory, "The medium is the message," is true in the digital age. In addition, students will be introduced to media theory as they learn to think critically about news stories and the credibility of their sources.

## Learning Objectives:

- Students will develop an understanding of the characteristics that determine newsworthiness
- Students will enhance critical thinking skills through analysis of news media coverage
- Students will learn how to validate the credibility of sources
- Students will develop a basic understanding of Cultivation Theory and the Agenda-Setting Function of the press
- Students will develop collaboration skills through participation in group discussions and a team project

## Workshop Outline (subject to change)

<b>Week 1</b>	Discussion: An Introduction to News Media Analysis Activity: The Art of Reading a Newspaper
<b>Week 2</b>	Discussion: Is the Medium the Message? Activity: We Interrupt This Broadcast
<b>Week 3</b>	Discussion: The Agenda-Setting Function of the Press Activity: Hot off the Presses!
<b>Week 4</b>	Discussion: Detecting Media Bias Activity: Track the Source
<b>Week 5</b>	Discussion: The Inverted Pyramid Activity: Write All About It!
<b>Week 6</b>	Discussion: Cultivation Theory and Violence in the News Activity: If it Bleeds, it Leads
<b>Week 7</b>	Discussion: Along Came the Blog Activity: Start "Become a Citizen Journalist" Group Project

<b>Week 8</b>	Discussion: The Impact of Mobile Technology Activity: Continue “Become a Citizen Journalist” Group Project
<b>Week 9</b>	Activity: Present “Become a Citizen Journalist” Group Project
<b>Week 10</b>	Discussion: Class Reflection