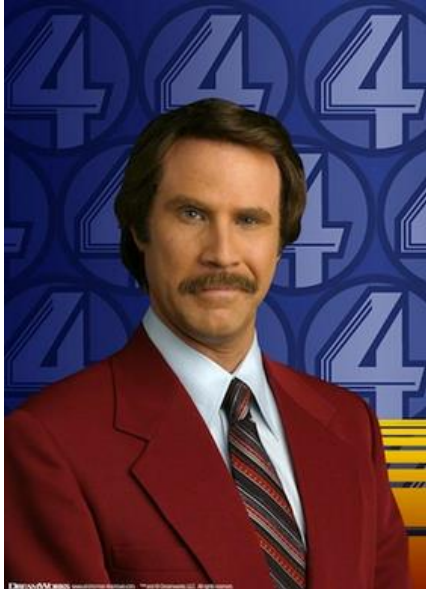


# TV News – Your Revision Plan



# You've got the **preliminary material**, now what?

Here's a guide to working through a series of tasks to help you prepare for the exam.

Remember, there will be four questions like these, **maybe in a different order**:

## **What will the questions be?**

- Q1: Knowledge of exam topic – must use examples from your case studies
- Q2: Your pitch for the pilot news bulletin “News Burst”
- Q3: An additional question about your idea, often relating to audience
- Q4: A practical design task



## **MUST DO**

This document has a range of tasks that will help you with your revision.

The tasks on this page would be the **bare minimum** expected in preparation.

- MUST:** Mindmaps/notes/flashcards of your knowledge of TV news (see slide 4)
- MUST:** Complete case study for Sky News, Newsround and e-media (slides 5-12)
- MUST:** Watch the news!
  
- MUST:** Create a MindMap or notes on your idea for NewsBurst (slide 13)
- MUST:** Choose which three stories to run in your bulletin and why (prelim material)
  
- MUST:** Practice writing a script for the opening few minutes of your bulletin (slide 16)
- MUST:** Practice producing a storyboard for your bulletin (slide 16)
- MUST:** Practice sketching the front page of a website for your bulletin (slide 16)

# Q1 - The Knowledge Question

## Your Revision Tasks for Q1:

- 1) **MUST:** Read the notes and make mind-maps / flashcards / notes from the following pages in your revision guide:
  - **Conventions of TV News** – Page 7
  - **Conventions of rolling news channels** – End of this presentation
  - **Institution and Gatekeepers** – Page 10
  - **News values** – see end of this presentation
  - **Audience** (including why young people don't watch the news) – Page 13 and 16
  - **Uses and Gratifications** - See end of this presentation
  - **Representation and bias** – Page 19
  
- 2) **MUST:** Complete the case study questions on Newsround, Sky News and e-media
  
- 3) **SHOULD:** Complete the case study on BBC Three 60 Seconds News
  
- 3) **SHOULD:** Practice exam-style questions p.27-32 of revision guide
  
- 4) **SHOULD:** Learn the terminology on Quizlet and the end of this PowerPoint
  
- 5) **MUST:** WATCH THE NEWS!!!

# Case Study 1 – Newsround

Watch it on the BBC iPlayer then answer these questions



How does BBC Newsround use the **key conventions** of TV news?  
(see page 7 of revision guide)

Who are the **presenters** for Newsround? What do you notice about their age and how they are dressed? What style of **language** is used?

What does the **studio** look like? How is technology used in programme?

What is the **opening sequence** to Newsround? Does it fit the key conventions of TV news?

# Case Study 1 – Newsround

Watch it on the BBC iPlayer then answer these questions



How does Newsround typically present a **news story**? (E.g. presenter to camera, reporter on location, interviews, graphics, images, video etc.)

Who is the **target audience** for Newsround? You may want to research this online.

Is there an opportunity for the **audience to get involved** in the programme? Do young people feature in the news programme at all?

What **news stories** are covered in the broadcasts you have watched? List ALL the stories that are covered AND the order that they appear in. How long does each story appear for?

## Case Study 3 – Sky News

Bulletins every hour on Freeview Channel 132  
or Sky Channel 501, Virgin 603



What are the **presenters** wearing? What does this communicate to the audience? What sort of **language** do they use?

How does the **opening sequence** use graphics, images and music to grab the attention of the audience?

**Studio Mise en Scene:** What aspects of the studio can be seen by the audience? (Desk, cameras etc.)

Are the presenters standing or behind desks?

Why do you think this is?

Are **journalists or technology** visible? What might these things suggest to the audience?

How does the studio use **colour**?

## Case Study 3 – Sky News

Bulletins every hour on Freeview Channel 132  
or Sky Channel 501, Virgin 603



What **types of news** does the TV News programme typically cover? Give five examples (e.g. politics, international, sport etc.)

Give two real examples of **how news stories are presented** to keep the interest of the audience (visuals, language, live reporter, graphics etc.).



## Case Study 3 – Sky News

Bulletins every hour on Freeview Channel 132  
or Sky Channel 501, Virgin 603



**Watch a bulletin:** What is the top story? How long does the top story last for?

What are the **other stories** the programme does or will cover? List them in the order they are presented in (the 'running order').

**How long** is each story shown for?

What is the **target audience** for this TV News channel?

Why might someone choose to watch this TV News channel over others?

What audience pleasures (Uses and Gratifications theory – Blumler and Katz) does the programme offer?

# Case Study 2– 60 Seconds

Watch these examples then answer these questions

<https://youtu.be/Vlc8cssnMPQ>

<https://youtu.be/C2MMQKKqMhY>



How does 60 Seconds use the **key conventions** of TV news? (see page 7 of revision guide)

Who are the **presenters** for 60 Seconds? What do you notice about their age and how they are dressed? What style of language is used?

What does the **studio** look like? How is technology used in programme? How are **graphics** used in the presentation of the news?

What is the **opening shot** of the BBC3 60 Second News? Does it fit the key conventions of TV news?

# Case Study 2– 60 Seconds

Watch these examples then answer these questions

<https://youtu.be/Vlc8cssnMPQ>

<https://youtu.be/C2MMQKKqMhY>



How does 60 Seconds News typically present a **news story**? (E.g. presenter to camera, reporter on location, interviews, graphics, images, video etc.)

Who is the **target audience** for the BBC3 60 Second News? You may want to research this online. Why does the BBC feature news on a predominantly entertainment-based channel?

Is there an opportunity for **the audience to get involved** in the programme? Do young people feature in the news programme at all?

What **news stories** are covered in the broadcasts you have watched? List ALL the stories that are covered AND the order that they appear in. How long does each story appear for?

# Case Study – E-media

## BBC Newsround and Sky News



Do the programmes have **dedicated websites**?

What **features** does the website offer viewers?

Does the TV News programme have a **Twitter or Facebook** feed?

How does the Twitter or Facebook feed promote the programme?

Is there an opportunity for the in the programme or submit news stories?

# Q2 - Your Pitch for News Burst

## Your Revision Tasks:



- 1) Re-read the preliminary material underlining the key words.
- 2) Make notes / mindmaps on your ideas for the News Burst pilot bulletin you have to design a format for including:
  - Length** of your bulletin
  - Presenters** (age, dress, standing?, sitting?, camera angle?, holding objects like an iPad? Language used)
  - Studio set** (mise en scene: screens, sofas, desks, colours, floats)
  - Graphics** (channel logo, ticker/news crawl, time, presenter name)
  - Title sequence** (graphics and music)
  - E-media** How will you refer to or promote the website or social media?  
A graphic? The presenters mentioning it?
  - Length** of each story (and visual material like stills, interviews etc.)

This is the  
channel  
logo!

## Q2 - Your Pitch for News Burst

### Your Revision Tasks:

- 3) Read the example pitch on page 38, 43 and 44 of the revision guide, use the activities and mark scheme to mark it
- 4) Practice writing a pitch for your format. Respond in role! *I am excited to present my ideas for...*
- 5) Decide which three stories (in order) you would choose. Apply news values to justify your choices.

## Q3 - Justifying your reasons

Your Revision Tasks:

1) Use your revision work from your knowledge of TV News to justify each of the choices in your pitch.

Make notes/mindmaps on **why** your news bulletin **will appeal** to the target audience.

2) Learn the **Uses and Gratifications** to explain WHY your audience will watch your show:

## Q4 - The practical task

You could be asked to produce one of the following.

Make sure you practice each of them using the revision guide to help you.

- A **running order / script** for the opening stories  
(p59-62)
- A **storyboard** for the opening few minutes (p70-73)
- A **website** front page for the bulletin

Given you have been asked to choose three stories, the top two are most likely but you should be prepared to produce one of the following or even something else.

- A set / studio design



# Extra Theory

# News Values

In 1965, media researchers Galtung & Ruge analysed news stories to find out what factors placed them at the top of the news agenda.

They came up with the following list of news values - a kind of scoring system to work out what might become news. A story which scores highly on each value is likely to be at the top of a TV news bulletin. Some of the news values they suggested include:

## **Negativity**

Bad news - involving death, tragedy, natural disasters or political upheaval - is rated above 'positive' stories (royal weddings etc.)

## **Closeness to home**

Audiences relate more to stories that are close to their home, or involve people from their country.

## **Immediacy**

How recently did it happen? TV news is very competitive about breaking news – although it is now beaten by social media.

## **Simplicity**

Simple stories are preferred by TV news. Palestine is complicated, a plane crash is easy to follow.

## **Uniqueness**

'Dog bites man' is not news. 'Man bites dog' is. Unusual stories make it into the news – especially if there is good video to go with it.

## **Elite nations or people**

Stories that focus on important countries or people are likely to make the news. Obama and USA = news, Outer Mongolia not so much.

Media audiences choose texts that fulfil one or more needs from the **USES and GRATIFICATIONS THEORY**

- The need to be **INFORMED** and **EDUCATED** about the world in which they live
- The need to **IDENTIFY** personally with characters and situations in order to learn more about themselves

# Media audiences choose texts that fulfil one or more needs from the **USES and GRATIFICATIONS THEORY**

- The need to be **ENTERTAINED** by a range and variety of well constructed texts
- The need to use the media for **SOCIAL INTERACTION** or **DISCUSSION**
- The need to **ESCAPE** from their “daily grind” into other worlds and situations

# CONVENTIONS TO ROLLING NEWS

- Emphasis on breaking news (however minor or unimportant) signalled by breaking news straps
- Prominent use of the news crawl or news ticker
- Dramatic sound stings
- Repeated 30 minute bulletins
- News agenda features hard news, international and political events
- Split screen
- Emphasis on live news
- Emphasis on immediacy

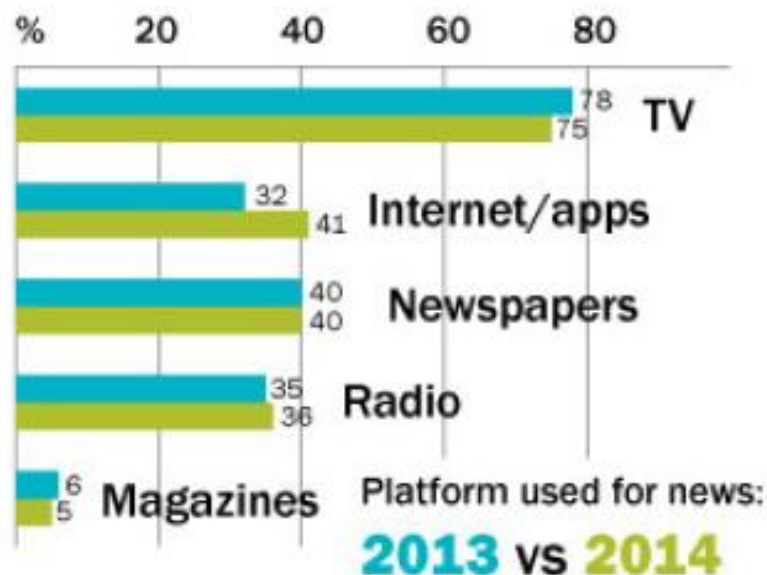


Some statistics about television news:

Ofcom are responsible for handling complaints about news programmes and channels.

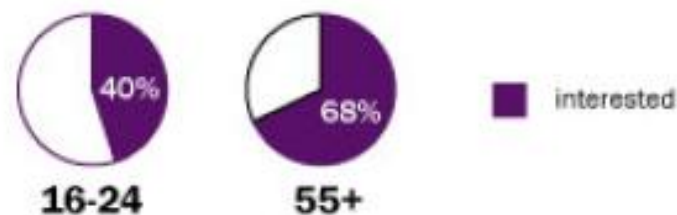
# Ofcom NEWS 2014

## How people access the news



News most people are personally interested in is weather, worldwide current affairs, and UK current affairs

*But younger people are less interested in current affairs:*



**41% of people access news via internet & apps, up from 32% in 2013**

This is equal to newspapers for the first time.

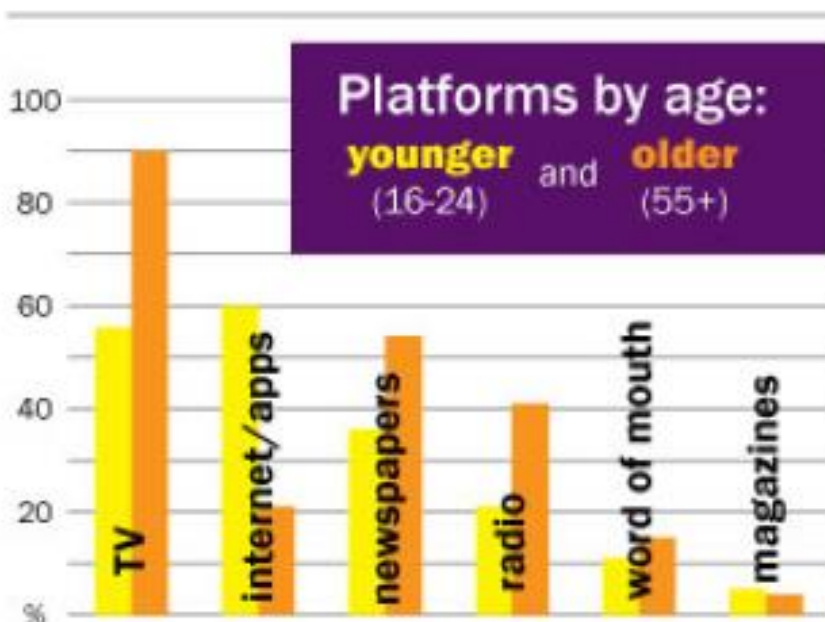


**5% do not follow news**

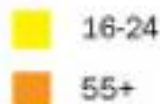
Those aged 55+ who don't follow news: **3%**

Those aged 16-24 who don't follow news: **10%**

**21%** access news on mobile  
- up from 14% in 2013



**News on mobile devices by age:**



**Ofcom**

Sources: News survey of 2731 UK adults was conducted for the News Consumption in the UK research (<http://stakeholders.ofcom.org.uk/market-data-research/>)