

Stage 1 Media
Assignment Cover Sheet

News Media: Bias and Ideology

Course Component:	Folio	% of Course:	25%
Purpose:	To demonstrate your understanding of the role of ideology and bias in contemporary news media and your ability to critically assess how different social and political groups are represented.		
Presentation:	Equivalent of 500 words in written or multimodal form. You may present the analysis in written, oral or video form but in either case it should be of professional media production quality.		
Due:	Wednesday Week 1 Term 4.		

Task:	<p>After considering examples of media bias and misrepresentation in the documentary film <i>Outfoxed</i> and episodes of <i>Media Watch</i>, you will choose a particular news story to critically evaluate.</p> <p>Consider the following to include in your analysis:</p> <ul style="list-style-type: none">• An outline of the contents of the story.• What angle or slant on the story is used (often comes out in the title and introduction)• What is the key purpose of the story (entertain, inform, persuade)? How do you know?• How are different people or social groups represented (political, racial, religious, economic, gender etc)? What words and images are used for these groups?• Whose views and voices are represented? Whose are left out?• Who is the implied audience? What kind of people is the story aimed at?• What is the tone of the story (look for emotive words, tone of voice etc)?• What ideology or belief system underpins or appears in the story (eg, capitalism, environmentalism, family values, conservative or liberal views, freedom of speech etc)? <p>You can find a very helpful guide to analyzing media bias here too: http://tiny.cc/zhs52x</p>
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	Knowledge & Understanding	Research & Analysis	Producing	Communication
A	<p>Comprehensive and sustained knowledge and understanding of media concepts, issues, and interactions.</p> <p>Perceptive knowledge and informed understanding of how audiences influence, and are influenced by, forms and content of media texts.</p>	<p>Thorough and well-informed analysis and recognition of different points of view, bias, values, or intent across a range of media texts.</p> <p>Insightful research into and analysis of the ways in which groups and individuals are represented in media.</p> <p>Perceptive analysis of interactions with media.</p>	<p>Comprehensive design and planning of media texts.</p> <p>Highly proficient use of appropriate production techniques and technologies.</p>	<p>Comprehensive reproduction of the forms and features of media texts, to clearly and consistently convey meaning.</p> <p>Fluent expression, using consistently clear and appropriate media terminology.</p>
B	<p>Well-considered and mostly sustained knowledge and understanding of media concepts, issues, and interactions.</p> <p>Well-considered knowledge and informed understanding of how audiences influence, and are influenced by, forms and content of media texts.</p>	<p>Well-informed analysis and recognition of different points of view, bias, values, or intent across a range of media texts.</p> <p>Well-considered research into and analysis of the ways in which groups and individuals are represented in media.</p> <p>Well-considered analysis of interactions with media.</p>	<p>Detailed design and planning of media texts.</p> <p>Proficient use of appropriate production techniques and technologies.</p>	<p>Sound reproduction of the forms and features of media texts, to clearly convey meaning.</p> <p>Mostly fluent expression, using clear and appropriate media terminology.</p>
C	<p>Considered knowledge and understanding of media concepts, issues, and interactions.</p> <p>Considered knowledge and informed understanding of how audiences influence, and are influenced by, forms and content of media texts.</p>	<p>Informed analysis and recognition of different points of view, bias, values, or intent across a range of media texts.</p> <p>Considered research into and analysis of the ways in which groups and individuals are represented in media.</p> <p>Considered analysis of interactions with media.</p>	<p>Considered design and planning of media texts.</p> <p>Competent use of appropriate production techniques and technologies.</p>	<p>Competent reproduction of the forms and features of media texts, to convey meaning.</p> <p>Generally fluent expression, using appropriate media terminology.</p>
D	<p>Partial knowledge and basic awareness of media concepts, issues, and interactions.</p> <p>Basic awareness and some understanding of how audiences influence, and are influenced by, forms and content of media texts.</p>	<p>Basic consideration and recognition of different points of view, bias, values, or intent in one or more media texts.</p> <p>Some recognition and superficial consideration of one or more ways in which groups and individuals are represented in media.</p> <p>Description of one or more interactions with media.</p>	<p>Partial design and some planning of media texts.</p> <p>Basic use of some simple and appropriate production techniques and technologies.</p>	<p>Some reproduction of the form and features of one or more media texts, to convey basic meaning.</p> <p>Occasionally clear expression and use of basic media terminology.</p>