

Media analysis – basic template

Background
Topics
T1:
T2:
T3:
Media that cover those topics (including links)
T1:
T2:
T3:
Main question How the topics listed above are presented by various media – both traditional (professional) and those that are deliberately spreading false information – in my country or abroad.

Stage 1 – Media

Key questions

a) What main differences do you spot between those published by public service, commercial, and tabloid media?

b) Do you spot any practice that is against social responsibility of the media?

c) If you spot such practice, how would you rectify it?

d) Is any opinion or symbolic leader involved in the presentation of the information?

e) What types of information or content distortion do you spot?

f) Can you determine which cases of information or content distortion were intentional and which were unintentional?

g) How would you rectify the information or content distortion which you identified?

h) Here you can add your own question/s (optional):

Primary source and its comparison with others

Try to find the original text (original/primary source) that is presenting the accurate information related to each topic (for example the first article that was published) and compare it with others – where can you identify the biggest shift in how the information is presented?

Stage 2 – Discussion forums connected with your topics

Read through comments as well. What opinions are prevalent there? Applying the theories of opinion and symbolic leadership or spiral of silence, can you say that some people are leading/influencing the discussion the most and some opinions are rather gradually disappearing from the discussion?

T1:**T2:****T3:**

Optional – Cases when the satire has been shared by media or people and presented as actual news: