

# How the Media Presents Information

## Guiding Question



- What are the different ways the media presents information? How do these differences affect audiences?

## Objectives

- I can explain how the media presents information can affect how people participate and interact.

**Directions:** Complete the chart as instructed by your teacher with the sources you found on your own.

Presentation Style	How Information is Presented	Possible Effect on Audience
<u>Coverage:</u> Blue Team won the game with a score of 74-71 after going into overtime. This brings the Blue Team's record to 12-1 and the Red Team to 10-2. Both teams are back in action next Friday, as the Blue Team plays Green, and the Red Team plays Yellow.	Factual, not remarkably interesting or engaging- The score, overtime, winners, record, and next games are all provided and can be easily fact checked.	Follow-up might be from other sources if looking for more info, simple "like" or "repost"
<u>Analysis:</u> Red Team's leading scorer, Player W, went out late in the fourth quarter with a knee injury. That may have been what led to the Blue Team's ability to score 10 unanswered points and bring the game to a tie and force overtime. Blue Team walked away with the win, 74-71.	Still contains some facts, different information given, injury report mentioned, game review, score, and overtime along with winner, conclusion about loss of player affecting game outcome, which may or may not be accurate	May look to other sources for more facts/stats on game, follow-up on player injury update, comments about different outcome if player was not hurt, less about game itself and more about "what if"
<u>Commentary:</u> With poor coaching and obvious unfair foul calling there was no way the Red Team was going to win that game. It is surprising the score was that close. Fans of the Red Team have every right to behave the way they did at the end of the game.	Opinion based, limited factual information presented must be inferred- outcome and reference to score are buried in opinion	Emotional reaction, comment on post, shared with others, repeated, or rebutted. In the future, comments made to/at refs for unfair foul calling, coaching questioned, fans misbehavior continues