

Guidelines

Comparative Newspaper Analysis

a) Choose a news story which has been reported in both a tabloid and a broadsheet newspaper. Your articles should have a link to science, technology and /or current affairs.

b) Write a brief summary (4-6 sentences) of the incident/topic both articles are reporting on.

c) Write a short analysis of the difference in the two headlines. How are they different? What choices have been made in selecting the headlines?

d) Comment on the differences between the two articles under the following headings. Support your answer with quotations.

1. **CONTENT & DETAIL:** What extra details does one article offer over the other? What details have been missed out?
2. **VOCABULARY / COMPLEXITY OF LANGUAGE-** How complex is the language of each article? What words in particular are usual or interesting? Is there any technical jargon?
3. **TONE-** What is the tone of each article? If they are different, consider why.
4. **ATTITUDE / STANCE / BIAS OF THE WRITER-** Does the writer of either article have an agenda or preference? How can you tell? Can you identify the newspaper's bias in the article (Guardian = left-wing; Daily Mail = right-wing)? neutral?
5. **ACCOMPANYING PHOTO(S), ILLUSTRATIONS, GRAPHICS, GRAPHS -** What graphics are included with each article? How does the choice of accompanying images reflect the articles' differences? Does the choice of photo/illustration influence the way the story is being presented?

e) Explain which article you prefer and why. You may make your decision based on any criteria you choose (e.g. how entertaining/clear/informative/stylish the article was) as long as you make it clear what criteria you have judged the articles