25 Journalists in practise

Topics: **media literacy,
digital citizenship, critical thinking**

Age category

10+

Group size

up to 30

Time

60 MINÚT

Recommended age group: 10+

Participants count: up to 30 participants

Activity duration: 60 minutes

Methods of education: role play, group work, exercise, discussion, reflection

Aims of the activity: - develop an understanding of the process of creating media headlines

   - realize how headlines affect our emotions

   - understand why clickbaits are created and also that the headline may not match the content of the whole article.

Equipment: pens, papers, worksheets for participants, flipchart board and paper, markers

Keywords: headline, news, media, clickbait

Activity process:

1. Divide participants into smaller groups if needed.

2. We will introduce them to the activity with a short motivational story: *"We are in the editorial office of a so far prestigious magazine. The arrival of new online - but also print - media on the market forced us to change the strategy of reaching participants and expand the sections according to the interests of our target groups. We are currently looking for editors for our upcoming sections. At this point, you will be given tasks to work on in teams. We will explain the basic elements that you should focus on and pay attention to in the articles. You have just completed several articles for the various media in which we advertise (magazines, newspapers, news sites, etc.). Read these excerpts from them. Your task will be to come up with a good headline, evaluate the articles and put them in their appropriate sections."*

3. We will distribute the worksheets with the texts and assignments to the participants. To each text there are tasks a)-f)

4. We will give the participants time to finish the tasks. After finishing the tasks in groups, we will present and evaluate them together.

5. We will perform the final analysis of the activity. The lecturer captures the findings and conclusions of the participants on the flipchart.

6. Final summary of the activity: *"The work of a journalist requires a lot of commitment, a lot of knowledge and even more experience. You are on the right track. Before you decide for yourself whether you will take up this profession, we will at least briefly summarize the basic concepts that we encountered and that you will work with."*

7. We will explain the terms: media(chapter 1.3 of the handbook (Un)safely in the net), cognitive dissonance(chapter 1.2 of the handbook (Un)safely in the net), *clickbait*, netiquette, headline, media categorisation. Further theoretical resources for the activity can be found in chapters 1.5 - 1.7 of the handbook (Un)safely in the net, e.g. 5 key questions of media literacy, technological trends in the creation of media articles, superficial reading, etc.

Final analysis:

- *How are you satisfied with the result of the solution?*
- *How did you proceed when solving the tasks?*
- *What was the most difficult part?*
- *What feelings did the headlines of others evoke in you?*
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- *Which other headlines caught your attention so much that you would read the whole article?*
- *Were the paragraphs provided sufficient to create the headline?*
- *What was important to mention in the headline in your opinion?*
- *What did you consider when solving other tasks? (categories, target groups, monitored information)*
- *Did you think about how to create a headline so that it would as interesting as possible?*
- *Did you consider to target group while creating the headline?*
- *Did you work with specific data, e.g. name, place, time, etc.? Why yes, why not?*
- *Did you use emotionally coloured words when creating captions? If so, which ones?*
- *Did you notice differences in the style of writing for different types of media?*

- *Will you change anything about your behaviour(attitude) while reading articles in the future?*
- *What can you do and what is good to know in similar situations in life?*
- *What are you taking away from this activity? What did you realize?*

Activity variations:

- Each group can get different article(s) and then share them with other groups.
- The lecturer can choose articles about a specific topic and work with those
- The participants can choose the articles themselves and exchange them in individual groups
- In a small group or with younger participants, the activity can be led in the form of a facilitated work in a group.

Source (Article examples sources):

Article 1: [cit. 2021-03-12]<https://www.idnes.cz/onadnes/moda/vitaminy-pro-zdravi-i-krasu.A200407_120710_jpz-krasa-moda_skld>

Article 2: [cit. 2021-03-12] < https://liberecky.denik.cz/zpravy_region/uprychly-beran-labut-neto-pyri-archa-liberec.html>

Article 3: [cit. 2021-03-12] <https://ct24.ceskatelevize.cz/veda/3081590-chile-zaziva-mega-sucho-nedostatek-vody-je-nejhorsi-za-tisic-let>

Article 4: [cit. 2021-03-12] <https://www.lidovky.cz/sport/ostatni-sporty/panovani-kralovny-martiny-pokracuje-sablikova-je-dvojnasobnou-mistryni-sveta.A190209_135954_ln-sport-ostatni_rkj>

Article 5: [cit. 2021-03-12] <https://www.extra.cz/amber-luke-se-zblaznila-do-tetovani-model-ka-ukazala-jak-vypadala-jehlou-netknuta>

Article 6: [cit. 2021-03-12] <https://www.e15.cz/magazin/vedci-nasli-nejdelsi-zijici-morsky-organismus-1368715>

Article 7: [cit. 2021-03-12] < https://www.irozhlas.cz/kultura/nominace-ceny-divadelni-kritiky-oceneni_2002111229_aur >

Article examples

1. There is a wide variety of vitamins available, and each of them has specific benefits for the human body. Even if we know it is best to have them all in the body in ideal amounts, alone through daily food intake this is difficult to achieve. We must therefore supply them to our body using our own diligence. If you are consistent, you will soon enjoy energy, vitality and beautiful skin that will be the envy of everyone.

Source: idnes.cz

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2. Last year the Ark Rescue Station treated almost 1600 animals. Increasingly, it is dealing with animals which have signs of poisoning. The staff of the Ark in Liberec was busy last year looking after: an escaped ram, a swan with a broken beak, and hundreds of bats..

Source: denik.cz

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3. Although we have been talking about drought in the Czech Republic more and more often in recent years, there are areas of the world where drought is much more severe. For example, in central Chile, an area with the same population as in the whole of the Czech Republic. Although long dry periods are not unusual in this part of South America, the current one is quite extraordinary even by their standards. So much so that it bears the label of "mega-drought".

Source: ct24.ceskatelevize.cz

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4. Speed skater Martina Sáblíková won the 5000m race at the World Championships in Inzell and for the fifth time in one championship, she dominated both of the longest distances. In today's competition, Sáblíková avenged her defeat by Esmee Visser of the Netherlands at last year's Pyeongchang Olympics to win her tenth consecutive World Championships title, forcing her to take second place. Together with the all-around title, she has extended her collection of titles to 19, equalling the record holder Gunde Niemann-Stirnemann of Germany in the overall standings.

Source: info.cz/lidovky.cz

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5. Instagram model Amber Luke, who has more than 80 thousand followers, is a huge success thanks to her tattooed body. Even the whites of her eyes are blue. She has spent 20,000 pounds, which is the equivalent of over 600,000 Czech crowns, in salons for the adornments to her body. Now she has shown what she looked like before she was touched by a needle.

Source: extra.cz

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6. Measuring almost 46 meters long, and living off the west coast of Australia in the underwater canyons of the Ningaloo region is the Apolemia pipefish. It is believed to be the world's longest-living marine organism.

Source: e15.cz

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7. On 16 March, the Prague Comedy Theatre will host the 2019 Theatre Critics' Awards, the 28th annual awards ceremony based on a poll by *Svět a Divadlo magazine*. This year, Prague theatre venues have a total of 14 nominations, the second most successful city in terms of the number of nominations is Ostrava with five nominations, followed by Brno with three nominations.

Source: irozhlas.cz

Tasks

a) Create a suitable title for each of the articles.

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b) Where might each of the texts appear? Choose the most appropriate classification for each paragraph.

1. Tabloid news
2. Women's magazine
3. Regional journal
4. Culture magazine
5. Public service media
6. Economy journal
7. Sport news

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c) Which categories would you use to classify the texts? Some paragraphs can be placed in more than one category.

1. Home News
2. International news
3. Culture
4. Health and lifestyle
5. Science
6. Sport
7. Trends

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d) Return to the article titles you created in task a).

Would the headlines intrigue you so much that you would like to read the articles in full? If not, think about other headlines. Also, consider which media you placed the article in. Would you change the headlines depending on where the articles are published?

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e) Who will read the articles? List the different groups of people who may be the target audience of the text (one text may have several target audiences). For example managers, mothers on maternity leave, students, residents of Bratislava, teachers, seniors, etc.

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f) Find the answers to the following questions in the article texts. In some paragraphs, only some of them are answered.

- When did it happen?
- Where did it happen?
- Who are the main subjects?
- What happened?
- How did it happen?
- Why did it happen?