

Bright TV

Viewership

Analytics

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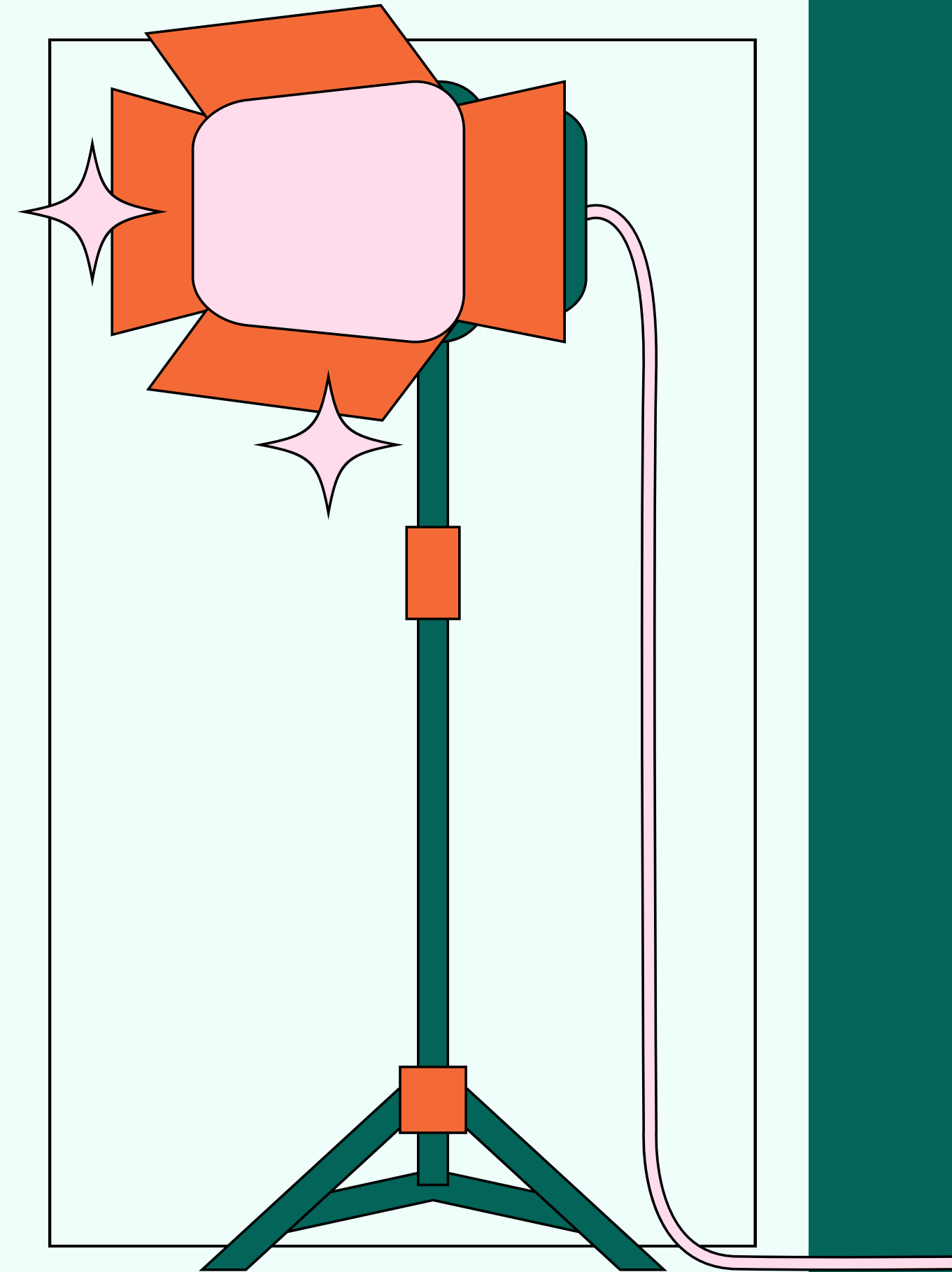
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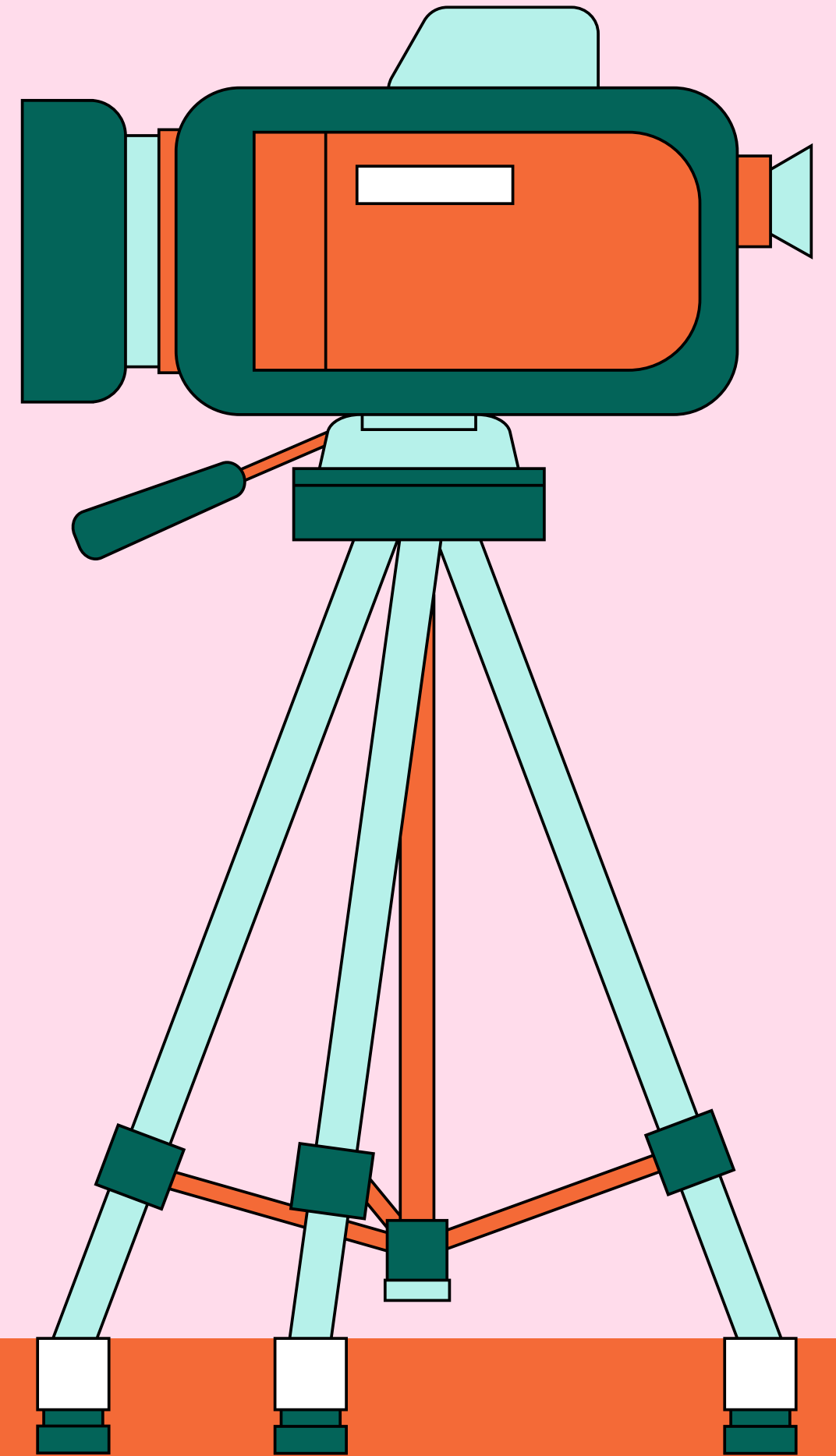
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Defining the Interpretive Feature Article



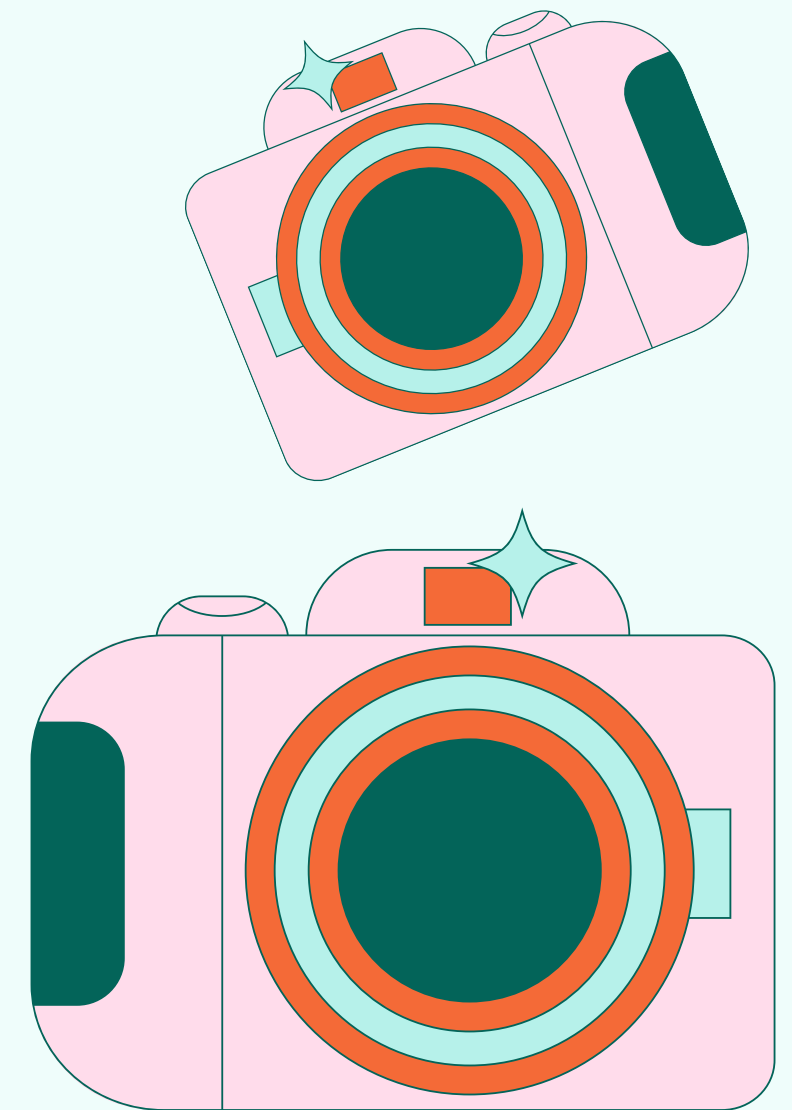
What is a Feature Article?

A feature article is an article that deals with real events, issues or trends.

They are different from news articles. Where news articles aim to appear objective and unbiased (although they seldom are), feature articles are subjective (they can present a particular perspective on the topic) and they are written creatively, usually placing emphasis on the people involved rather than on the facts of the news.

Visually, a feature article is also much longer than a news article, which allows for more detail and background information. They can also contain graphics and photographs making them eye-catching and engaging.

The purpose of a feature article might be to entertain, persuade or to inform a target audience on a particular topic.

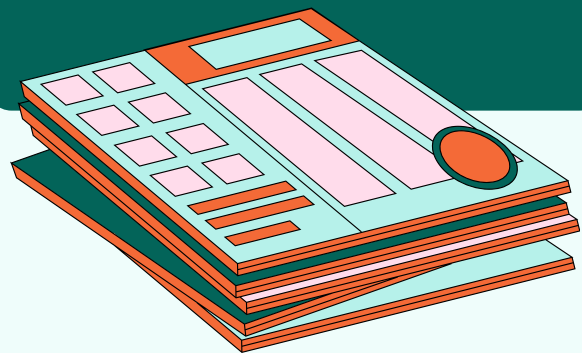


Structural Features

Feature articles will usually include the following structural features:

Headline

A bold, attention-grabbing phrase or statement that engages the reader.



Synopsis

A brief summary to hook the reader without giving everything away.



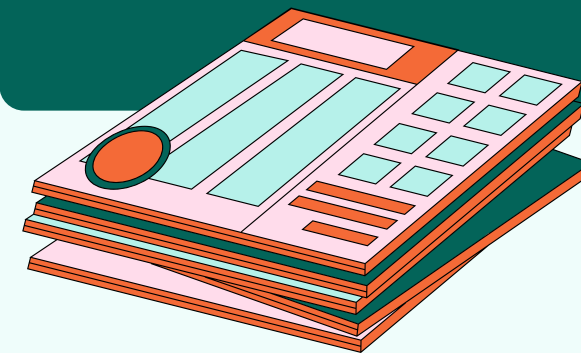
Introduction

An engaging introduction that captures the reader's interest and introduces the topic and/or main argument.



Body Paragraphs

Outline the author's sub-points and includes a range of evidence to support.



Conclusion

Leaves a lasting impression and can finish with a call to action.

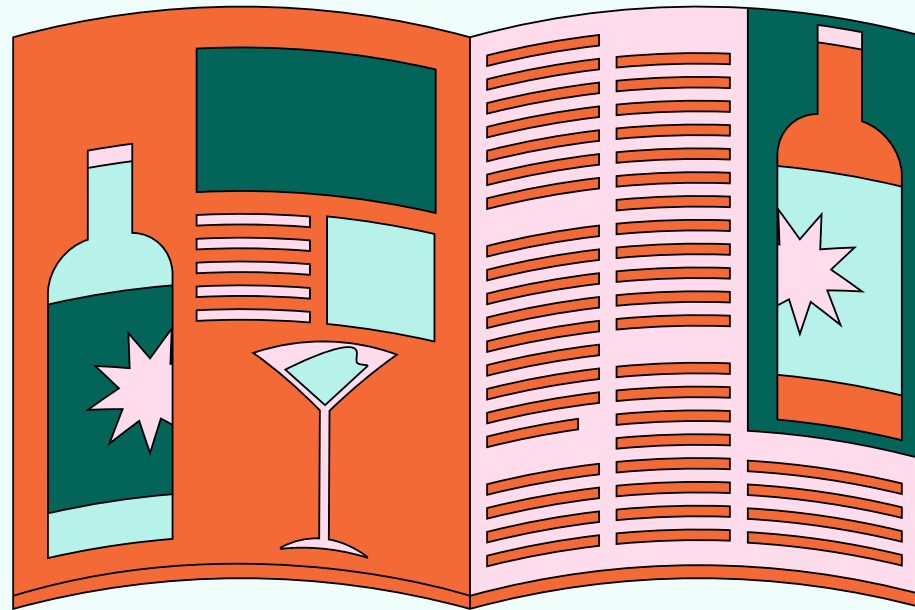


Stylistic Features

Feature articles will usually include the following stylistic features:

Subheadings

Smaller headings to help organise the sections of the article.



Language Features

Creative and engaging use of language including rhetorical devices, descriptive language and syntax.

Tear Out Sections

Enlarged quotes from the article that are attention-grabbing.

Images & Graphics

Can include photographs, illustrations, maps or diagrams.

Font Styles

Varying font to signpost important headings, words or phrases e.g. bold, italics, underlining, capital letters.

Interpretive vs. Persuasive Texts

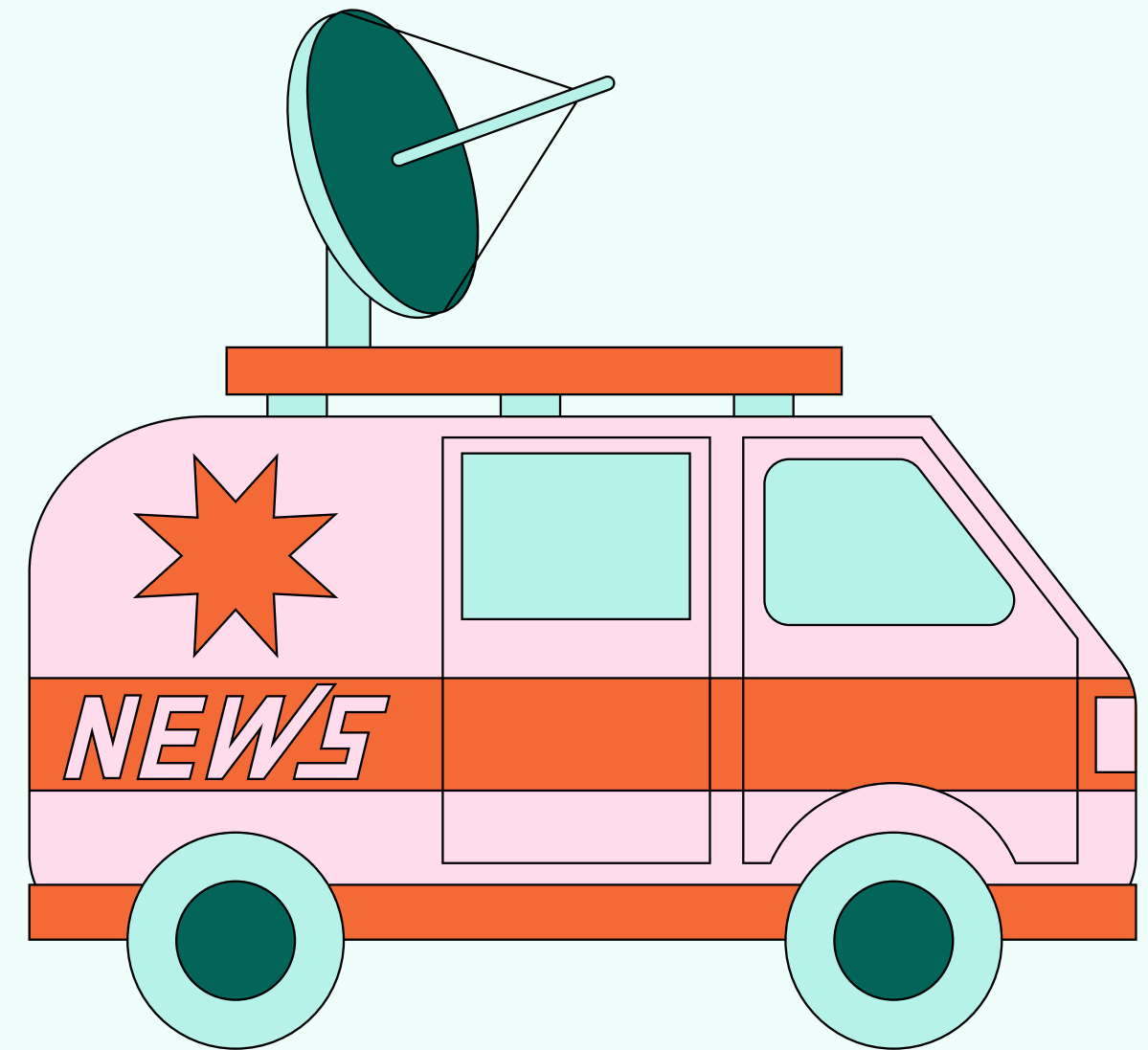


What is an Interpretive Text?

Texts whose primary purpose is to explain and interpret personalities, events, ideas, representations or concepts.

They include autobiography, biography, media feature articles, blogs, documentary film and other non-fiction texts.

There is a focus on interpretive rather than informative texts in the senior years of schooling.



Persuasive vs. Interpretive Texts

The main similarities and differences between persuasive and interpretive texts are outlined below.



Further detail will be outlined on the following slide.

Further Differences

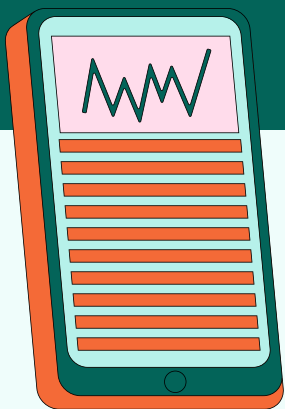
| | Persuasive Texts | Interpretive Texts |
|----------------|--|---|
| Purpose | Get the reader to agree with your opinion. | Get the reader to recognize your side of the argument is valid or worthy of consideration. |
| Starting Point | Identify your topic and choose your side. | Identify your topic and consider multiple sides to the issue – You may consider which side you support |
| Techniques | <ul style="list-style-type: none">• Emotion-based techniques that appeal to pathos e.g. rhetorical question, direct address, emotive language• Ignores counter arguments completely and only presents one side – the writer's side• Presents only ideas that help reinforce the writer's perspective• Uses evidence to convince the reader that the writer is "right" | <ul style="list-style-type: none">• Logic-based techniques that appeal to logos e.g. facts and statistics, expert opinion or appeal to authority• Acknowledges opposing claims to present a balanced argument• Presents multiple sides but can subtly sway the reader towards the writer's side• May compare ideas to establish a position• Uses evidence to show the writer makes valid points |
| Tone | Emotionally charged, assertive or even aggressive. | Calmer, reasoned, educated, informative |

Research Task

Conduct research and make a list of ten potential topics for an interpretive feature article. Consider:

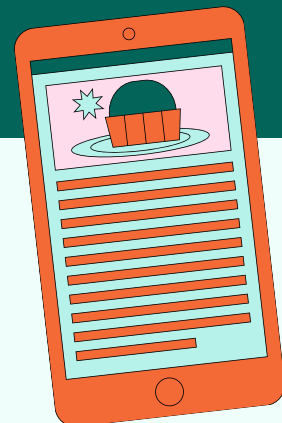
News Sites

What are some recent events featured in the world, national and local news?



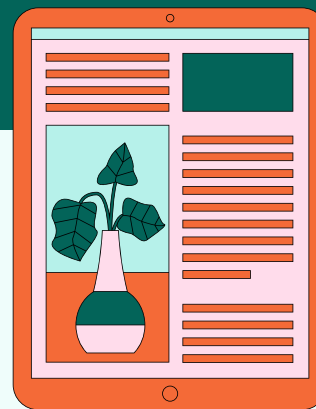
Search Engine Trends

What are some popular searches at the moment?



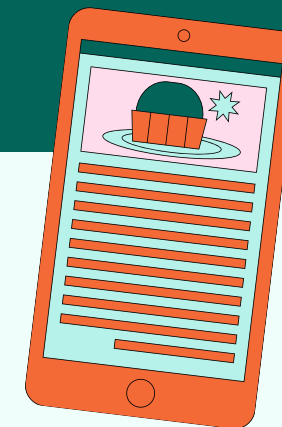
Social Media

What's trending at the moment?
What are people talking about right now?



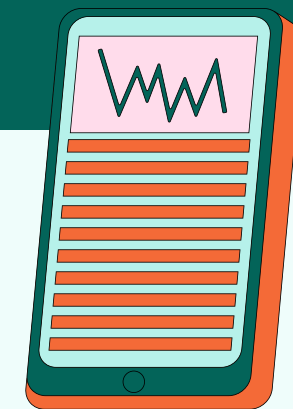
Social Justice Issues

What do you care about? What are you passionate about?



Areas of Personal Interest

What do you enjoy? What are your hobbies? What interests you?



Context, Purpose & Audience



Context, Purpose & Audience

Context, purpose and audience are upper school syllabus concepts. It is crucial to understand these terms if we are to analyse how feature articles are shaped or constructed and if we are to write our own feature articles. The following slides will outline these terms.



Context

Context refers to the environment in which a text is created and responded to. When analysing or creating a feature article we might consider the following:

1

Authorial Context

Who is the writer? What do we know about their background, their life, their style and other work etc. How do these influence the text?

2

Situational Context

Where and when is the text published (i.e. the publication)

3

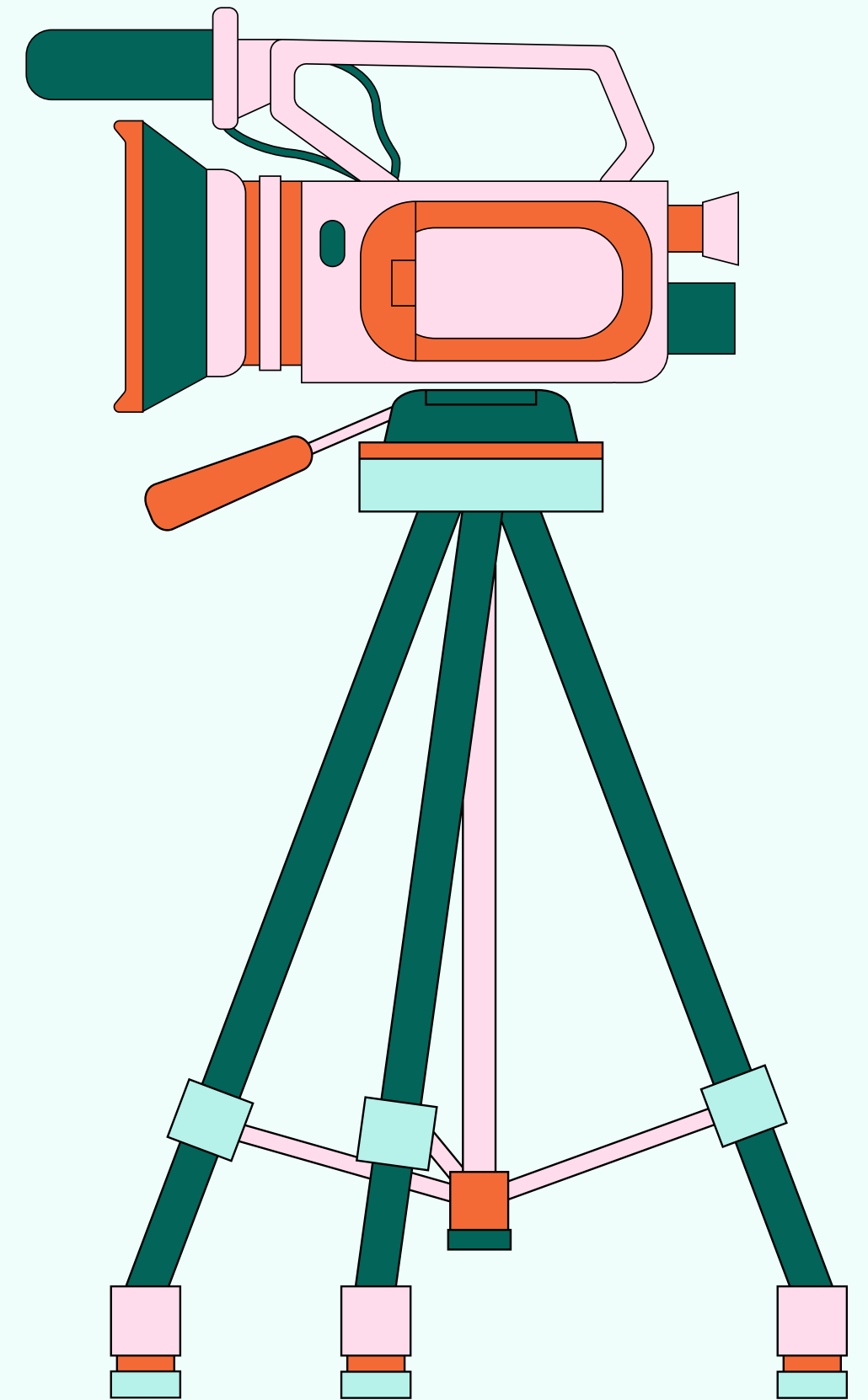
Historical Context

How does the text reflect the historical, social, cultural or political period in which it was written? How have certain events or issues influenced the text?

Purpose

Purpose refers to the reason for which a text is created. A text might be constructed to achieve one or more of the following purposes:

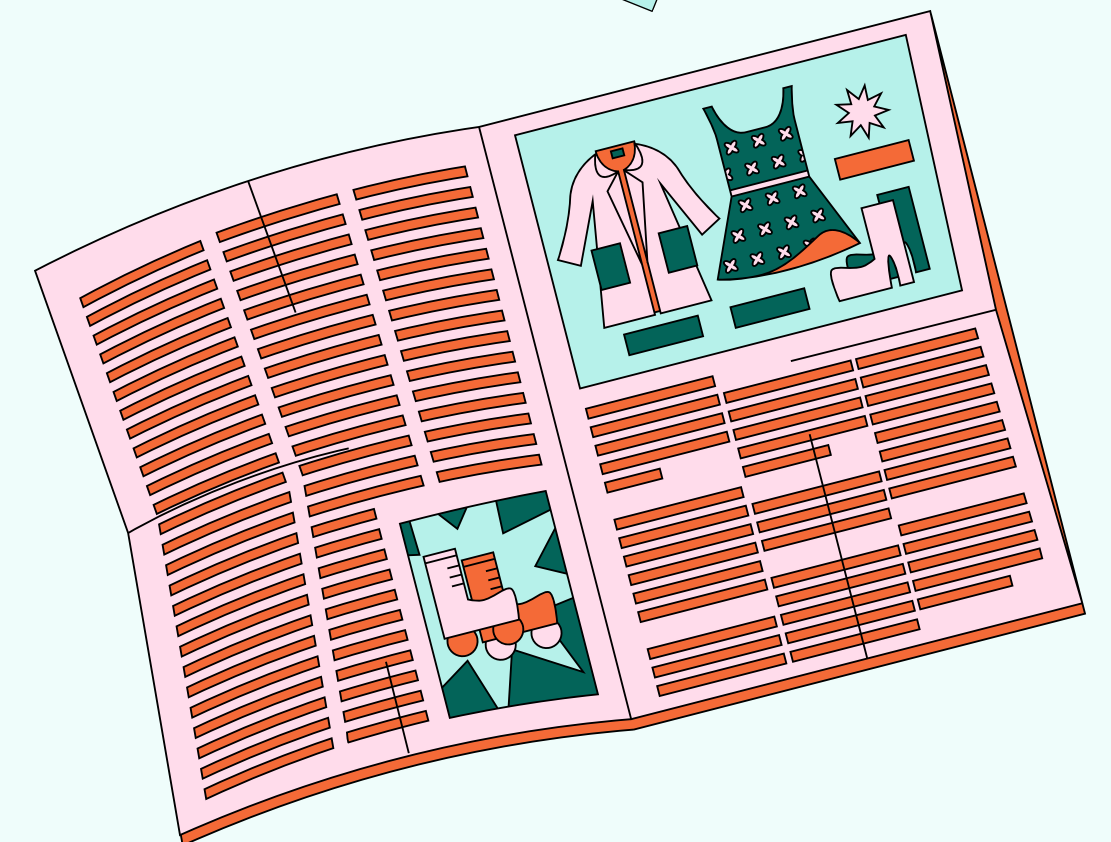
- Persuade
- Advise
- Inform
- Comment
- Analyse
- Satirise
- Protest
- Parody
- Reflect
- Imagine
- Entertain



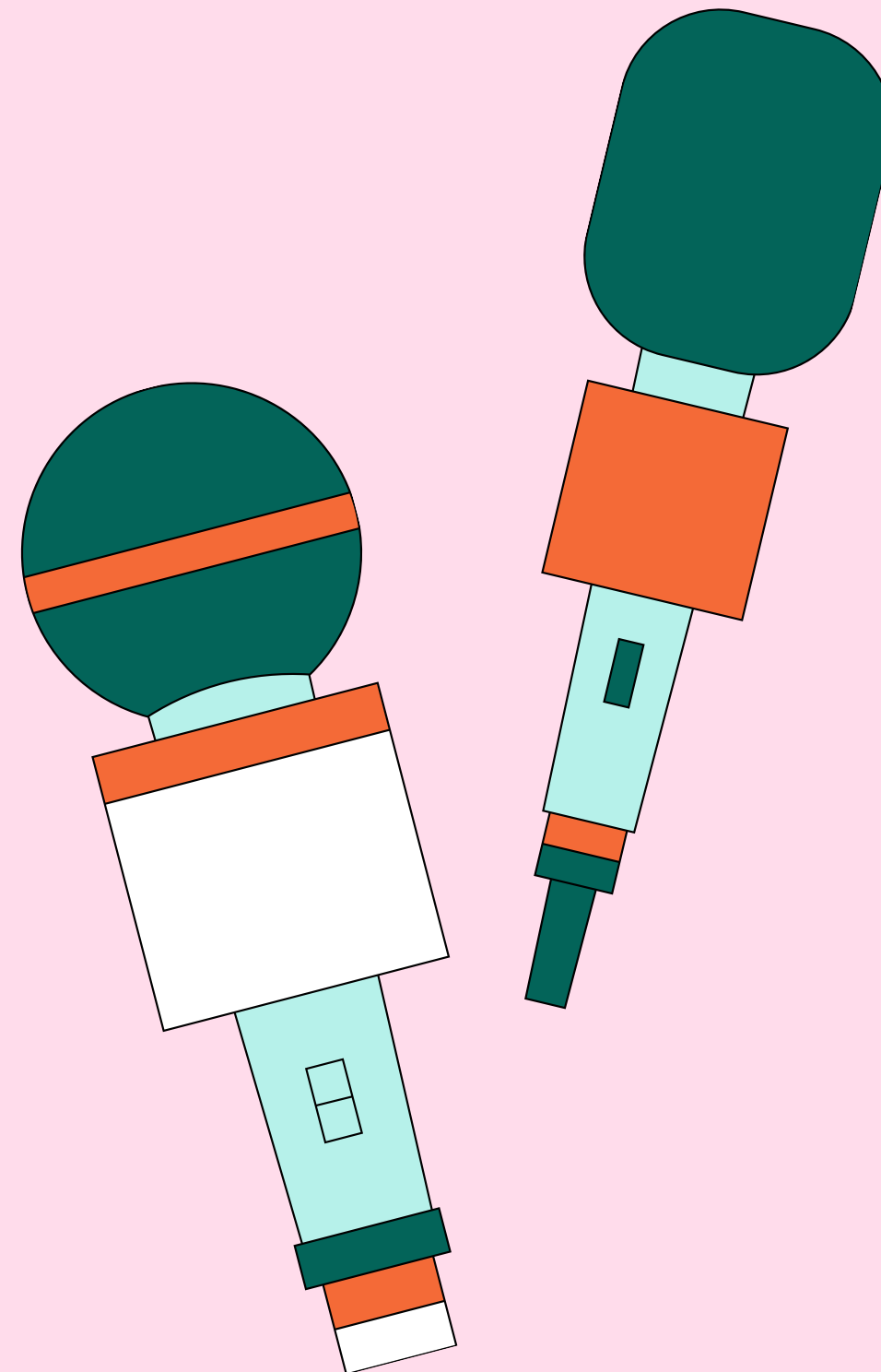
Audience

Audience refers to the group of readers that the writer is addressing. In other words, a specific group of people with shared characteristics who are most likely to be readers of a certain publication or people interested in a certain issue. When identifying audience or constructing a text for a particular audience, consider the following:

- **Gender** - male, female, all genders
- **Age group** - 0-15 16-25 26-45 46-60 60+
- **Relationships** - single, couple, married
- **Income level** - low, medium, high
- **Hobbies** - gardening, playing basketball, craft
- **Geography** - town, city, country, climate
- **Employment** - businessman, tradesman, nurse
- **Wants and needs** - be healthy, happy, loved, successful



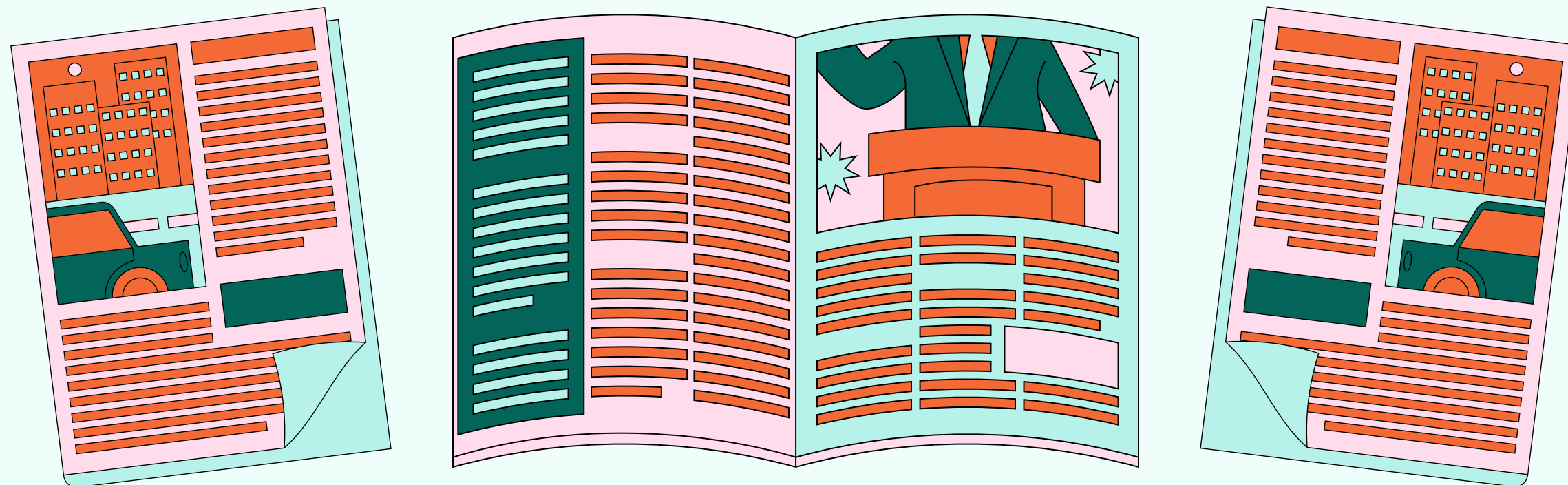
Language Features & Evidence



Language Features & Evidence

When analysing the construction of interpretive feature articles it's important to consider the choices that the author has made in regards to their language and rhetoric and how these are catered to a particular context, purpose and audience.

Knowing these language features can also help us be persuasive and engaging writers when we construct our own feature articles.



Persuasive Language Features

An effective feature article will include persuasive language features to engage the audience and position them to view the subject in a certain way. Some common techniques are as follows:

Direct Address

Speaking directly to an audience using pronouns such as 'you', 'your' and 'yourself'.

E.g. You wouldn't want your children to experience schoolyard bullying either.

Inclusive Language

Using first person plural words like 'we', 'us' and 'our' to create a sense of unity between author and audience.

E.g. We need to act now if we want to preserve the Earth for future generations.

Rhetorical Question

Asking questions that imply their own logical answer to force the audience to make a decision or think about an issue.

E.g. Can we really afford to ignore this problem?

Jargon

Using subject-specific language that makes the author appear as an expert in their field.

E.g. The defendant has pleaded guilty to three counts of aggravated assault (legal jargon).

Persuasive Language Features

An effective feature article will include persuasive language features to engage the audience and position them to view the subject in a certain way. Some common techniques are as follows:

Repetition

Repetitive use of particular words or phrases to create emphasis or draw attention.

E.g. We're sorry for being messy, we're sorry for being moody and we're sorry for being lazy.

Tricolon

A three-part sentence that is effective because the human brain more readily processes ideas in groups of three.

E.g. The culling of kangaroos is cruel, wasteful and a disgrace to our nation.

Figurative Language

Using words or expressions with a meaning that is different from the literal interpretation to create imagery or illustrate an idea.

E.g. He glided through the water like a dolphin to win gold.

Emotive Language

Using words with strong emotional connotations to encourage a particular response from the reader.

E.g. Some poor little puppies are beaten, neglected and starved.

Evidence

An effective feature article will also include evidence to support the author's argument or both sides of a balanced argument. The four main types of evidence are as follows:

Facts & Statistics

These make an argument sound scientific and help to make it seem credible and well-researched.

E.g. 85% of Australia's population live in urban areas.

Expert Opinion

Adds weight to an argument by quoting a respected figure or organisation.

E.g. Professor Howard Ong's extensive research in this area leaves little doubt that the pill works.

Anecdotes

Adding a brief personal story to form a connection with the reader through illustrating the writer's experience.

E.g. In my local community, I started a recycling awareness program.

Real Life Examples

Including examples of real people, places or events to support the author's argument.

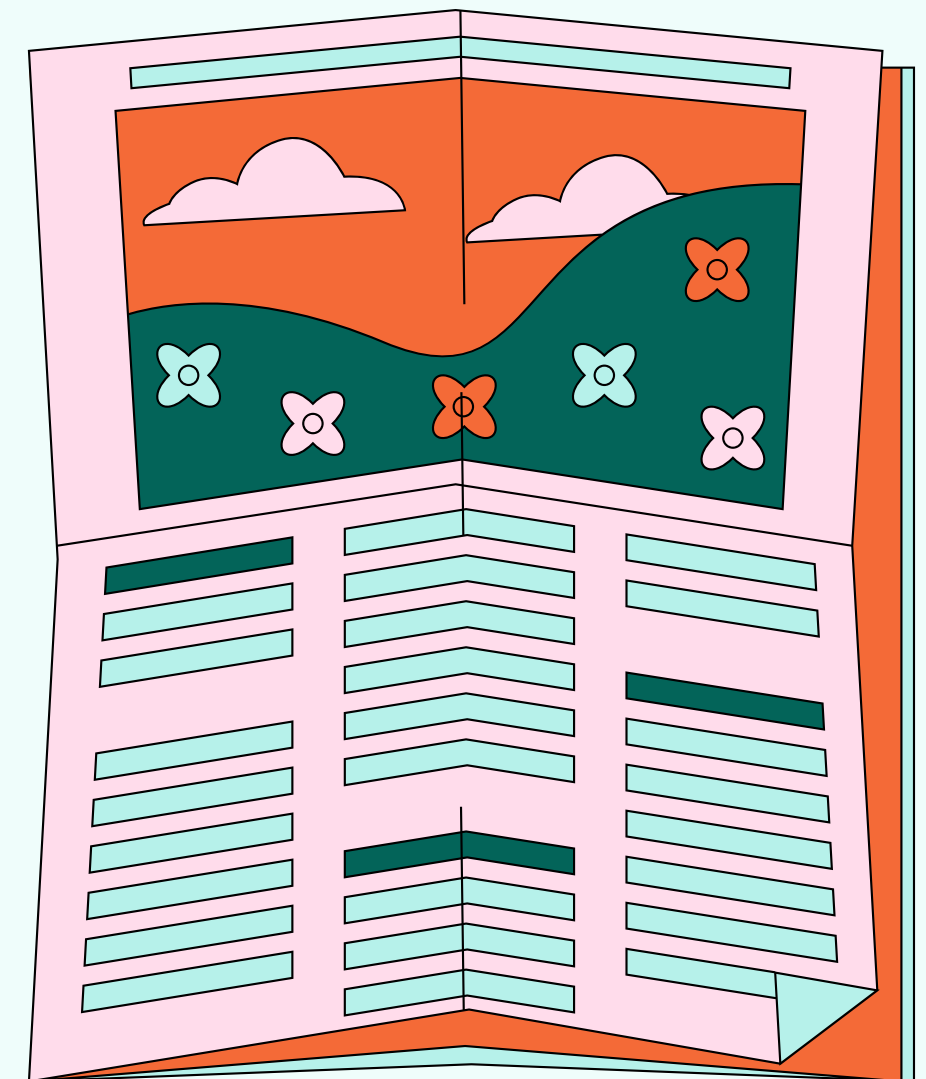
E.g. Famous fashion model Marceline Anderson only uses ethical brands.

Your Turn

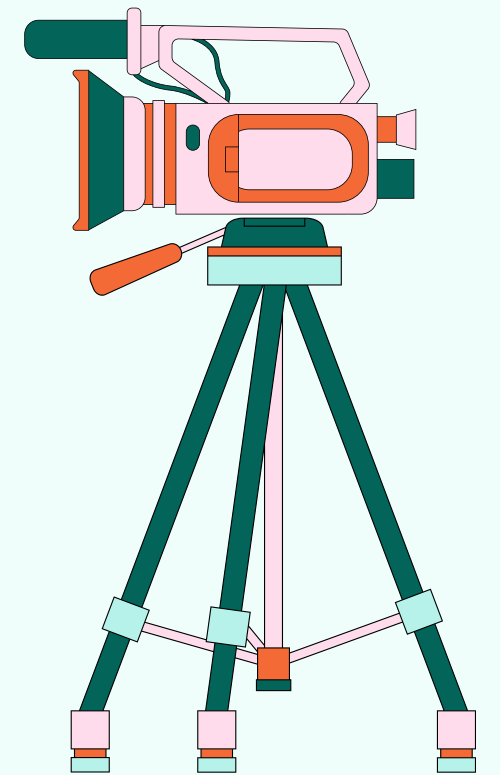
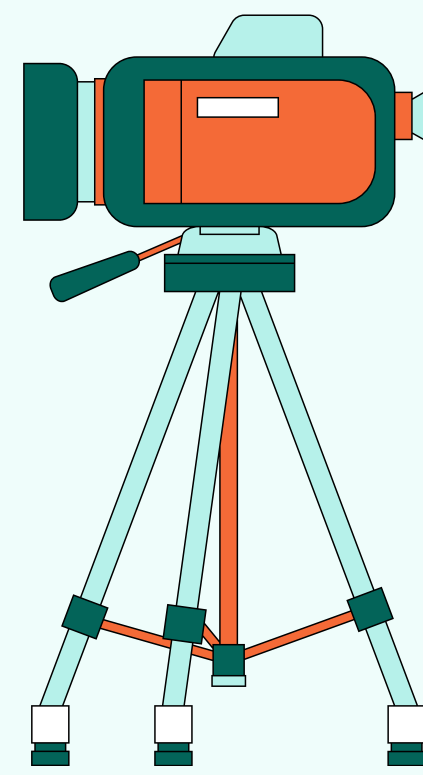
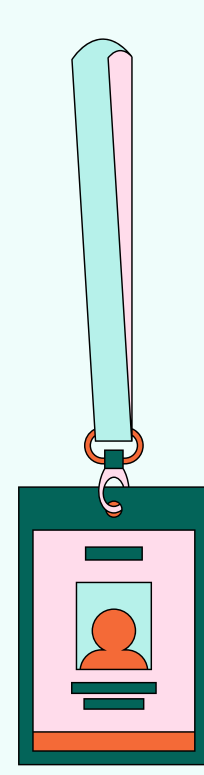
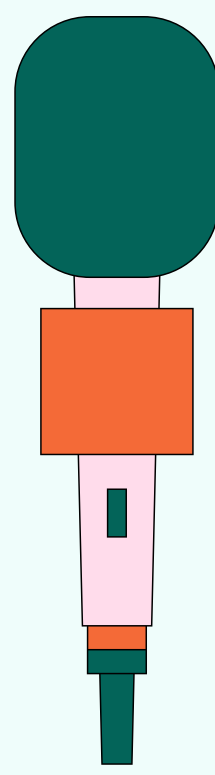
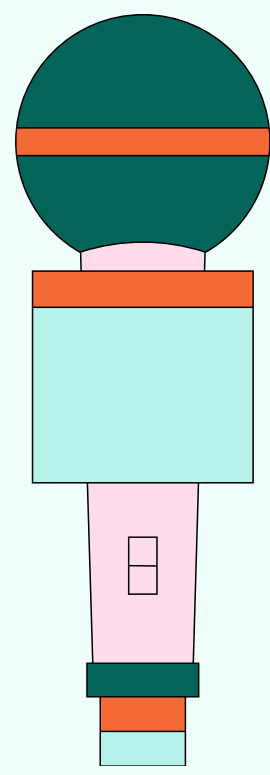
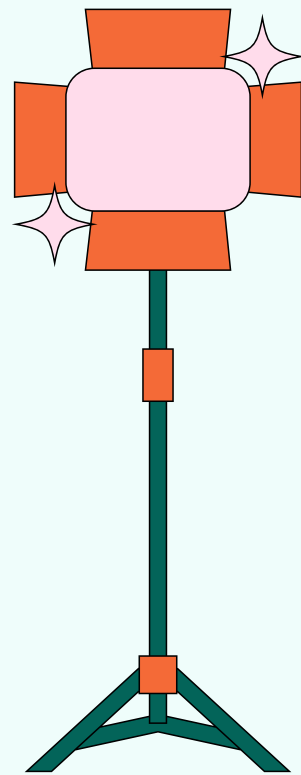
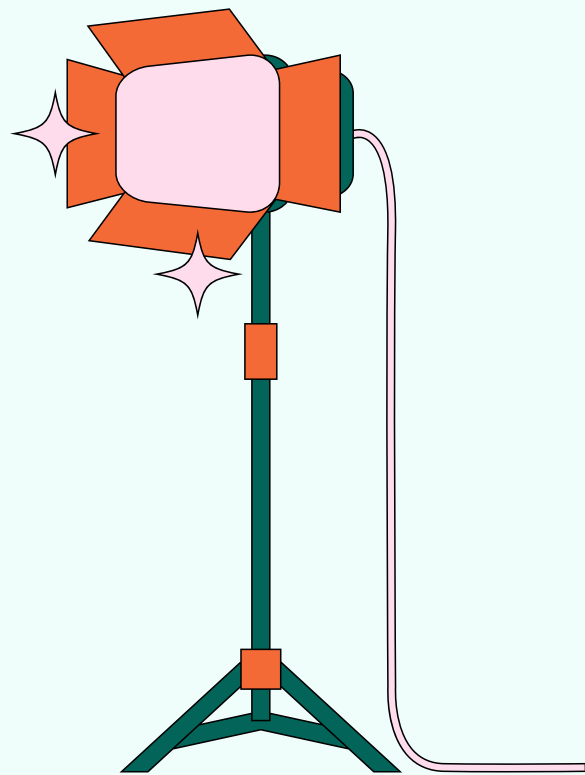
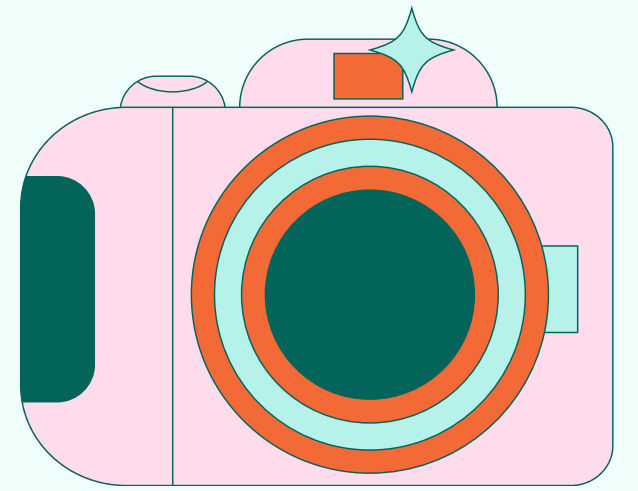
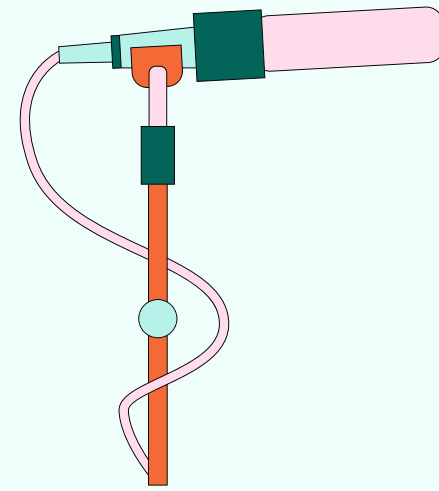
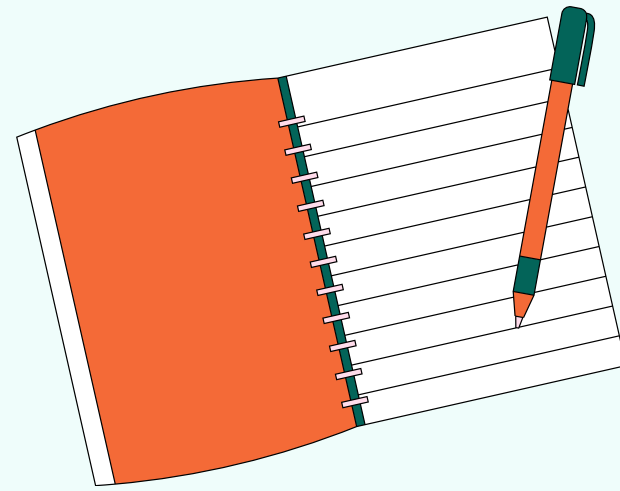
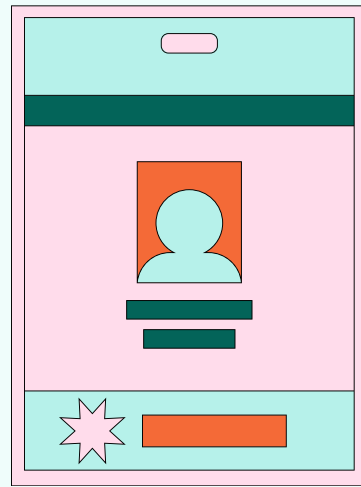
Now you have the tools to do the following:

- 1** Look at a range of different types of feature articles and assess their style, structure, language and overall effectiveness in achieving their purpose and engaging their audience.
- 2** Create your own interpretive feature article on a topic of your choice that reflects a clear sense of context, purpose and audience.

Good luck!



Elements Used:



Elements Used:

