

Evaluating the various types of articles in local newspapers

Articles	News articles	Feature articles	Editorials	Business articles	Sports articles	Entertainment articles	Photos	Advertisements
Information offered	Stories about significant events that have taken place recently.	These articles analyse the background and issues related to a wide range of topics.	These are articles in which the editorial team expresses their viewpoint(s) on an important issue.	Business articles feature information related to the economy, finance and businesses.	Sports articles feature news and information related to major sports.	Entertainment articles usually cover news, features and reviews about television, movies, music and celebrations.	Photographs are sometimes used to present news or interesting information.	Advertisements are meant to draw consumers' attention to the product for sale.
Evaluation criteria	<p>Does the article contain answers to the 5W and 1H questions?</p> <p>Does the writer cite the source of the information for credibility?</p> <p>Is this a firsthand account or information gathered from secondary sources?</p>	<p>Will readers be interested in this topic?</p> <p>Is the story written in an engaging manner?</p> <p>Do the descriptions used in the article help to develop the story in an interesting way?</p>	<p>Is the position clearly stated and supported with facts or data?</p> <p>Does the writer recognise opposing viewpoints with supporting information?</p> <p>Is the article persuasive in tone?</p>	<p>Is this topic relevant to readers?</p> <p>Can you identify the business aspect of the story as well as specific businesses?</p> <p>Are answers to the 5W questions included in the article?</p>	<p>Is the article written in a way that helps you visualise the event in the correct sequence?</p> <p>Does the story get your attention and include important people and events?</p> <p>Does the description help you to visualise the action or characters in the story?</p>	<p>Does the article cover all the key information of the event (e.g. location, people)?</p> <p>Does the article explain specialised terms?</p> <p>Does the article clear in its recommendations of entertainment items?</p>	<p>Does the photograph present the subject in an effective way?</p> <p>Does the photograph help readers have a clearer picture of the story?</p> <p>Does the cutline provide readers with necessary information for the readers?</p>	<p>What do the advertisers plan to achieve through the advertisement? (E.g. attract consumers' attention, create a desire or interest, elicit action)</p> <p>Is there enough information within the advertisement for the consumer who intends to purchase the product or service?</p> <p>Does the information communicate the benefits of the product or service to the consumer clearly?</p>

Adapted from: Newspaper Association of America Foundation, (2007). Newspaper in Education: Workshop Workbook. Retrieved January 30, 2007, from NAA Foundation Web site: http://www.naafoundation.org/upload/Teachers_Guide_4Color.pdf

Note: Newspaper articles need to be evaluated before using them for project work, whether they are retrieved from the Internet, printed newspaper or online database.