

Alex Jacob

Prof. Wang

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## Worksheet 2

*What were the characteristics of Yellow Journalism? When was the Yellow Journalism period?*

Some characteristics of Yellow Journalism include sensationalistic news coverage, extensive usage of illustrations, circulation-building stunts, and promotions. This type of Journalism also includes highly clickbait-y headlines and does not necessarily cover anything of substance. The Yellow Journalism period started in the early-1880s and ended in the mid-1890s.

*Read the copies of the newspaper(s) you collected.*

<https://www.nbcnews.com/business/business-news/india-s-covid-crisis-has-ripple-effects-garment-industry-worldwide-n1269306>

- *What are the major characteristics of the newspaper you read today?*

The primary characteristics of my newspaper include having a very eye-catching topic. The headline was “India's Covid crisis has ripple effects for garment industry worldwide.” I am not exactly sure how someone could correlate India’s Covid crisis to worldwide clothing availability.

- *Describe the news content in the paper generally (e.g., sensational topics, disasters, crimes, sex, or serious news):*

The content of this paper was generally a form of serious news with a sensitive topic.

*How much advertising did you find in the newspapers you read today? Who are the advertisers (or product categories)*

Initially, I had adblockers on, so I had zero ads anywhere. Upon switching them off, the ads piled up. The primary type of ads that I got were vacations and computer parts. As for the quantity, there was not as much as I thought. I was initially expecting to be flooded with ads, like on YouTube, but there was a respectable two-three advertisement per page.

*Do you think your local newspaper will die soon, if not already “dead”? If you were to market or reinvent your local newspaper, what would you do?*

I believe that the traditional newspaper died a while ago but was transferred to online articles rather than having hard copies. I would have probably done what these other large news outlets have done to deliver my content. I would have moved to an online approach with a focus on getting more views while maintaining integrity.