

RADIO NEWS – CODES & CONVENTIONS

Archival sound

Sound to introduce/identify the news

This tells the listener that the news is just starting.

Headlines

Newsreader – expanded on the stories.

The newsreader is in charge of the information given out; how he presents it, how he says it, how

Correspondents/reporters for all the additional info

This is to give the listener some extra information which might be intriguing to them.

Weather reports and Sports news

Giving out information about many other topics will build up the radio stations audience because the public would want updates on the football scores for example.

Form: Radio news bulletin

· **Structure:** Headlines, news reports, sport, weather

· **Content:** Current affairs

· **Technical conventions:** Codes and conventions

· **Mode of address:** Formal, serious, informative (Commercial radio news or Radio One news a bit less formal) Tries to be objective

Conventions of Radio News

Regular time checks

They are used to give the listener a regular update on the time, this benefits the listeners because maybe you need to know roughly what time it is especially if you listen while going to work because you can use it as timer to leave home for work.

Interviews with people concerned with the stories

This is done because it gets the public involved, gain more viewers perhaps, might be some eye witnesses from a certain topic.

Formal language, serious voices

This makes it sound professional; the use of proper English language and serious voices (No laughing) makes it that more serious. It gets the listeners in the mood as well as showing what type of radio show it is, The Howard Stern show for example uses humour to be a successful radio show. Also serious radio stations will be more believable when they give out information.

Name presenters

Naming the presenters makes the listeners more secure listening to this radio show because they are giving out personal information will subconsciously makes the listener comfortable.

- Listen to as much radio news as possible over Christmas. You should write at least two of your own radio news scripts – one for Kiss / Capital and one for a Radio 4 audience. Think about how your language would differ.

What might they ask you to do in the examination?

- Conventions of newspapers and radio news including describing the genre, typical content, typical narrative structure etc. (including why these things are used, why the audience like them/ how they respond to them etc.)
I have included some relevant slides.
- Stereotyping and Representation of women, men, heroes, villains, ethnic minorities, and disability in news (including the effects on the audience, and why such elements are used)
- Discuss why newspapers are in decline - why people read them
- Discuss why some people criticise news coverage (greed; effects on audience)
- Discuss institutions that make news products including the way they schedule them, the way they market them etc.
- Your own ideas for news coverage
- To design some radio news media products

Section A: Thinking about the media - Investigating

Four questions: candidates respond to stimulus material chosen from a topic set by WJEC. This section will also assess the way the contemporary media is convergent.

Section B: Thinking about the media – Planning

A series of tasks: candidates demonstrate planning and creative skills through a series of creative tasks which demonstrates knowledge of the convergent nature of the contemporary media.

The aspects of each topic to be examined will be as follows:

Series	Topic	Examination Section A	Examination Section B
June 2017	News	Newspapers	Radio News

You need to know the following:

Genre – codes and conventions of tabloid and broadsheet front covers. You should be able to label both using subject specific terminology.

- **Representation – ... (gender, ethnicity, age, nation, place, events or issues) You should be able to discuss these with reference to your case studies and unseen newspapers.**
- **Narrative – Todorov, 5 w's (inverted triangle)**
- **Audience – you should know the audiences for all of the papers we have looked at as well as being able to identify target audiences for unseen papers.**

You also need to know psychographics, demographics and socioeconomic statuses. Uses and Gratifications and Hypodermic Needle. Opinion leaders and Gate keepers.

- **Industry – who owns what? News values. Why papers are in decline. Influence of papers and political bias. Convergence.**

Uses & Gratifications

Media products must offer something to audiences, the reason why we keep consuming. You will recall that we have been urging you to use a model for exploring this devised by Blumler and Katz called the Uses and Gratification model.

This model states that audiences use media products for one of four reasons

1. Entertainment – this argues that one [obvious] reasons for audiences consuming a product is that we need to be entertained. This is not as obvious as we might think and can hide some complex reasons for our choice of viewing. Sometimes we may seek escape from our real life everyday worries or a problem that is bothering us and occupying our thinking. In this case the media product occupies our mind with something different and less stressful. Perhaps a better descriptor [one used with students for many years] is 'diversion'

2. Identity – audiences relate to the issues and ideology of a media product both in the way it is presented and its content. That in doing so patterns of behaviour and thinking are reinforced, sustained and developed.

3. Social inter-action – that audiences can use the media product as a basis of conversation, a means to develop a social identity. Our personal feelings and ideas can be tested and reviewed against those we see in media products. The media product will create a sense of shared identity in groups we mix in or desire to be part of.

4. Surveillance – a means of learning new ideas or discovering information that can later be used, possibly in social inter-actions

Psychographics:

MAINSTREAMERS	SEEK SECURITY. Tend to be domestic, conformist, conventional, sentimental – favour value for money family brands. Nearly always the largest group.
ASPIRERS	SEEK STATUS. Materialistic, acquisitive, orientated to image and appearance, persona and fashion. Attractive packaging more important than contents. Typically younger people, clerical and sales jobs.
SUCCEEDERS	SEEK CONTROL. Strong goals, confidence, work ethic, and organisation. Supports stability. Brand choice based on self-reward, and quality. Typically higher management and professionals.
RESIGNED	SEEKS SURVIVAL. Rigid and authoritarian values. Interested in the past and tradition. Brand choice stresses safety, familiarity and economy. Typically older people.
EXPLORERS	SEEKS DISCOVERY. Energy, individualism and experience. Values difference and adventure. Brand choice highlights satisfaction, and instant effect. The first to try new brands. Younger demographic – students.
STRUGGLERS	SEEKS ESCAPE. Alienated and disorganised. Few resources beyond physical skills. Brand choice involves impact and sensation. Buys alcohol, junk food, lottery tickets. D and E demographic.
REFORMERS	SEEKS ENLIGHTENMENT. Freedom of restrictions and personal growth. Social awareness and independent judgement. Anti-materialistic but aware of good taste. Has attended higher education and selects products for quality.

TASK 1 :

What might be the issues for society of newspapers having so much control over the selection of what is presented to readers?

What is your opinion? (10 marks)

What impact do you think that developments in modern media technology such as the internet has had in changing the role of newspapers? (10 marks)

• Task 2

- How many stations does Sky News supply bulletins to?
- What is the weekly audience to these bulletins?
- What choices do these stations have to make as to how they use the material supplied in these hourly bulletins?
- How independent are the commercial radio stations in their news coverage? [think about the fact that many listeners will also be readers of The Sun or The Times – all like Sky TV and Sky Radio owned by News UK]
- What issues might this have for audiences in the UK listening and reading the day's news? [think about Gatekeeping from last session]

TASK 3:

Write the audience profile for a radio news product.

Be sure to include:

The age / gender profile of the majority of the audience – the target audience [most; some; all]

The economic profile of the audience – again consider the use of : most, some, all

The interests and attitudes of the general audience

Which sections of the Young and Rubicam model they fall into

Define the elements of the product that lead you to make these judgements

EXAM STYLE QUESTIONS:

Due to copyright restrictions, I am unable to provide examples or images – use any newspaper or your Trump cast study to answer these questions.

Genre

- **Investigate how genre conventions are used on the cover of...**
- **Investigate how far genre conventions are challenged in the newspaper page for...**
- **Investigate how far the front cover of ...conforms to genre conventions.**

Narrative:

- **Explore how the narrative is constructed in the cover page for....**
- **Explore the structure of the narrative in the newspaper article discussing Trump's presidency (your case study material).**
- **Explore how conventional the narrative construction is in your case study article.**

Representation

- **Explore how gender, ethnicity, age, nation, place, events or issues are represented on the front page of....**
- **Explore how far the representation of one of the following is challenged on the front page of... (how gender, ethnicity, age, nation, place, events or issues)**
- **Explore how far the representation of one of the following reinforces conventional points of view in the newspaper article / front page of / online newspaper... (gender, ethnicity, age, nation, place, events or issues)**