Analyzing and Comparing the News

Channel:		Channel:	
Time:		Time:	
Lead Story:	Time (sec)	Lead Story:	Time (sec)
Other Hard News Stories:	Time (sec)	Other Hard News Stories:	Time (sec)
Human Interest Stories:	Time (sec)	Human Interest Stories:	Time (sec)
Weather:	Time (sec)	Weather:	Time (sec)
Sports:	Time (sec)	Sports:	Time (sec)
Chitchat/Fluff (tally marks)	Est.Time:	Chitchat/Fluff (tally marks)	Est.Time:
Hooks:	Est.Time:	Hooks:	Est.Time:
Teasers (tally)	Est.Time:	Teasers (tally)	Est.Time:
Commercials:	Time	Commercials:	Time

1. List similarities do you see between the two newscasts.

2. Why do you think these characteristics were similar?

3. List Differences between the two newscasts.

4. Why do you think these differences exist?

5. What do you learn about the news based on the amount of time topics are covered? (Be Specific)

6. Compare the commercials shown on each program and define a target audience for each channel based on commercials (and possibly news).
Think in terms of race, class, gender, political views, etc.
Channel 4:

Channel 5:

7. Which news program did you prefer? Why? (Be Specific)