

Ron Boland Newspaper Reading Area Exhibition

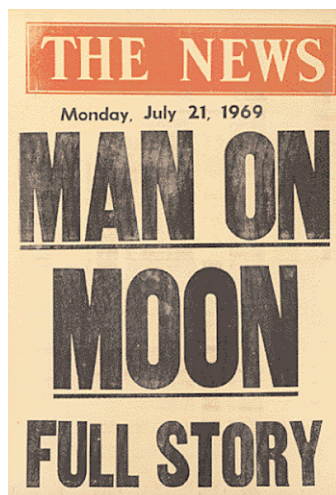
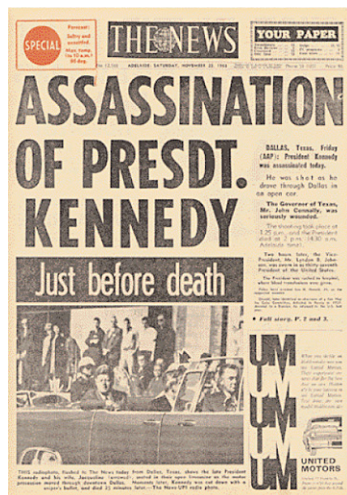


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The Ronald Boland Newspaper Reading Area can be used as a basis for Objectives 1 – 6 in the Senior Secondary Assessment Board of South Australia Media Studies Stage 1 curriculum, using processed based and historical learning approaches:

- Demonstrate an understanding of how society shapes and is shaped by the media
- Demonstrate an understanding of the historical development of forms of the media in Australia
- Recognise and understand the processes involved in the construction and dissemination of media products
- Identify the codes and conventions in media texts
- Demonstrate an understanding of the relationships between the media and their audiences
- Use a variety of techniques in the creation of media products

The ability to critically analyse messages disseminated by the media, specifically print media, is also a fundamental learning objective in studies of Stage 2 English and Stage 2 Media Production and Analysis.

Learning activities for senior students

1. Identify the tasks of each staff member involved in the production of a newspaper eg editor, copy person, reporter, photographer, advertising manager etc and find out what their job involves.
1. Create a newspaper in class. Before you get started, think about how you will manage the process.
 - Identify your target audience. Will it be distributed for free or will you need to sell space to advertisers or sponsors?
 - What do you want your newspaper to report on?
 - Are you going to express a particular point of view or bias?
 - How do you think this will affect your sponsorship?
1. Examine the use of language in different types of newspapers that are published for particular audiences. Good examples are papers with a political bias eg *Green Left Weekly*, or those that speak to a particular socioeconomic group such as the *Adelaide Review*.
1. Investigate the role of the Editor. The Editorial is the place where the editor of the newspaper can express his or her opinion of a particular issue. The Letters to the Editor allow the readers to express theirs.
1. Choose a community issue that interests you and express your point of view to the editor of a newspaper.

Learning activities in the Exhibition

Exploring newspapers as history

1. Find a newspaper on microfilm from the nineteenth century eg *The Register* or *The Advertiser*. Thread it on the microfilm reader and examine it carefully. Put yourself in the position of a newly arrived migrant in that year as you read through the paper.
 - What sort of information would you expect to find in the newspaper?
1. The front page of the paper is the most important to both the reader and the newspaper's business.
 - How does the front page reflect this?

- Why do you think the news part of the paper is further in? What does this say about the importance of the actual news compared to the advertising notices on the front page?

Newspapers as a reflection of social attitude

Read Ron Boland's persuasive article on topless bathing for men: "*Seacliff may go topless*" in *The News* 20 January 1938.

The article deals with the introduction of swimming trunks for men in the late 1930s. Hereto, only full body bathing costumes were acceptable for men and women.

Other articles that challenge or support accepted social mores are:

- Jean Shrimpton's appearance at Derby Day at Melbourne's Flemington racecourse on 30 October 1965
- South Australian Premier Don Dunstan wearing pink shorts in Parliament 23 November 1972, p.3
- Find some other examples of how newspapers reflect our attitude toward social behaviour and accepted mores.
- Think about news stories you have seen on contentious issues like crime and punishment, youth behaviour, unemployment, gambling etc

Constructing a news report

Choose an event from the timeline and look up the newspaper reports from three different newspapers from Australia or around the world.

1. Compare the reports. Are they similar or do they differ in their reporting style?
1. Underline any words or phrases that are:
 - Emotional
 - Suggest shock or indignation
 - Convey jubilation or joy
 - Show bias on behalf of the reporter

Illustrating the story

Look at the way photographs illustrate the story.

1. Would the story have the same impact without a photograph?
1. How does the caption add to the story?
1. Does the caption fit the picture?
1. Does the headline accurately sum up the news story or is it misleading?

Advertising and the press

Revenue from commercial advertising is necessary for the newspaper to remain economically viable. This has an effect on what sort of stories the newspaper runs and identifies a target audience.

1. Measure how much space is given over to advertisements as compared to actual news stories. Look for stories that might relate to advertisements and vice versa.
2. Compare the advertisements run in *The Advertiser* with those run in *The Australian* or *Financial Review*. What does this tell you about the readers of these papers?
3. Would you say that the advertisements reflect the targeted audience of the newspaper? In what way?