



Activity N°13: Keep an eye on it!

Analysis
Romania

Key words: *Monitoring / Context / Analysis*



Target groups:

- Journalism students
- Professional journalists
- Other media professionals
- Media literacy trainers

Duration: 60 to 90 minutes

Context: As far as sport is concerned, what exactly do the media talk about? What do they say, and how? Analysing different types of sports subjects and the way in which they are dealt with enables participants to discern the general agenda-setting trends imposed by some of the media around them. This activity, which focuses on the media context, provides a productive framework for other types of activities related to diversity and non-discrimination issues.

Objectives:

- **To develop skills for analysing media products**
- **To learn to describe general trends in terms of the inclusion of diversity in the media**
- **To provide information about the production and distribution context of sports journalism**

Equipment: Pens and paper

Media Resources: Several copies of any daily and sports newspapers and/or several television news bulletins or other current affairs programmes. This material should come from media sources that are part of the participants' media environment. It should cover events over a predetermined period of time. The on-line versions of these media could also be included.

Observations: This analysis and monitoring activity could also relate to participants' own printed, radio or television media. A method would then have to be found of preventing the professional participants from engaging in entrenched defence of their own products.

Organisation:

Class configuration	Time in minutes	Sequence of activities
GR	5'	Introduce the activity by presenting the different types of media. Form sub-groups and give them a set of media material.
PRS	20'	The sub-groups then examine the material assigned to them and analyse media coverage of sport on the basis of the following questions: What are the subjects? (What is being discussed?) <i>What makes these newsworthy?</i> (What is said about them?) <i>What angles have been chosen?</i> <i>What production process has been followed?</i> (In what way is the subject talked about?)
GR	30'	Share the observations made within the group as a whole.
GR	15'	Discuss general media coverage trends in the environment analysed.

Variants: This activity could be organised over a longer period of time through ongoing monitoring of sport coverage in the selected media. Observations could be pooled on a regular basis. Media literacy trainers could extend the activity by comparing the coverage of given subjects by different types of media and their intrinsic qualities (formats, updates, working methods, functions, etc).

Suggested follow-up activities:

Journalism's our job Unit: Activity n°17. Let's play like in a newsroom!