



## Activity N°6: Show me your ID please!

Identification  
France

**Key words:** *Language / Identity / Representation*



### Target groups:

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

**Duration:** 30 to 45 minutes

**Context:** What do people say about sportspersons? Who are they? When the media cover sports events they use a number of identifying characteristics for sportspersons. What are these characteristics? What sorts of identity constructs do they lead to? These are the questions raised by this content analysis activity.

### Objectives:

- To make participants aware of identity constructs
- To identify designating markers
- To discuss the effects of designating markers

### Equipment:

- Pens
- Post-it notes

**Media resources:** A number of different news articles (from daily newspapers or magazines) and/or audio-visual reports.

## Organisation:

Class configuration	Time in minutes	Sequence of activities
GR		Introduce and explain the activity. Set up sub-groups and distribute the media material.
PRS	10'	In sub-groups, participants identify markers used to designate athletes in their material: each term identified is written on a Post-it note.
GR	20'	The designation markers identified are collected together. The whole group sorts the various markers, identifying categories (place of birth, achievements, physical attributes, etc) and grouping them according to category.
GR	15'	Discuss the effects of these categories in terms of identity construction in the media (presence or absence of certain categories, choice of words, repetition, etc)

**Variant:** To pursue a media education objective, the trainer may take the analysis further by comparing designation markers used in different types of media outputs and for different audiences.

## Suggested follow-up activities:

- **Stereotypes and representations** Unit: Activity n°4. Fitting the frame
- **Language and words series:** Activity n°5. Don't say that! Use another word