



## Activity N°8: Imagine media coverage

Identification / Analysis  
Belgium

**Key words:** *Representation / Stereotype / Analysis*



### Target groups:

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

**Duration:** 90 to 120 minutes

**Context:** What are the differences between the newspaper headlines, the media coverage of a Belgian sports event and our own representations? Participants are asked to reflect on these differences and the stereotypes (positive or negative) that may be present both in the media and in their audiences.

### Objectives:

- **To help participants to become aware of their media representations in relation to the coverage of a sports event in the daily newspapers**
- **To compare different media representations within the group and compare them with those present in daily newspapers**
- **To discuss daily newspapers' stereotypes**

### Equipment:

- A flip chart or some sheets of A3 paper
- Production materials: pens, marker pens, pens

**Media resources:** Some copies of daily newspapers (national, regional and specialised sports papers) covering a week's news.

## Organisation:

Class configuration	Time in minutes	Sequence of activities
GR	15'	Introduce and explain the activity. Form sub-groups of 2 to 3 people.
PRS	30'	<b>Creativity - Imagining how a newspaper would cover a sports event.</b> <ul style="list-style-type: none"><li>- Mention some recent sporting events covered by the newspapers during the selected week.</li><li>- Ask each sub-group to choose the name of the newspaper on which it would like to work.</li><li>- Ask them to imagine the media coverage of one of these events by stepping into the shoes of a journalist or the editor of the selected paper. Each group should describe, draw and represent its paper's editorial and graphic characteristics.</li></ul>
GR	20'	Each sub-group presents what it has done and explains the reasons for the choices made.
PRS	20'	<b>Analysis - Comparison of representations</b> Give each group a copy or several copies of its chosen newspaper dealing with the aforementioned sports event. Ask them to compare what they produced with the daily newspaper in question. Each sub-group should identify the similarities and differences between the two and discuss the representations/stereotypes of both participants and newspapers.
GR	15'	<b>Debriefing</b> Instigate a discussion with all the participants to highlight the key observations.

**Variants:** As a media education activity for young people (children and teenagers), the imagination phase would be further developed with the creation of a page layout. For the youngest, pictures and other materials taken from newspapers could be provided. An exhibition comparing the outputs of the young people and of the professionals could be organised.