



## Summary of the analytical activity

### Outline of the activity

This activity involves looking into the images from the Olympic Games or any other sport event in a range of newspapers (local, national and boulevard) on one specific day<sup>1</sup>. The activity includes a simple exercise, designed for primary schools, and a more advanced exercise for secondary school.

### Simple exercise

The simple exercise involves a basic image analysis. Children should find images related to the Olympic Games in the newspapers (supplied by their teacher) and are asked to describe the main content of the images. The exercise hopes to encourage a discussion of three different areas:

- The position of the image in the newspaper and its meaning

Why is the image on the front page of the newspaper? Or in the local section?
- The content of the image – issues of nationalism, gender, 'winning' and populism
  - Are national Stars favoured? Why?
  - Are there more male Stars depicted in the images? Is this common? Why?
  - Would you normally find more images of 'winners' rather than 'losers'? What does the audience prefer? What definition of 'Sport' comes across in this way?
  - What sports are presented? Are these popular sports? Which sports get very little coverage? Why?
- The design of the image

The children should be encouraged to examine how the picture was taken. Was it incidental how the picture was taken? Was it carefully composed? Was a special lens used? Is it a close up or a mid or long shot? Is the camera looking up or down at the subject? Does it make any difference?

### More advanced exercise

Further questions are included for secondary schools on a separate page.

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<sup>1</sup> The original exercise was done on the 27<sup>th</sup> August 2004 – covering the 26<sup>th</sup> August 2004



### Simple exercise **Locate and define the newspaper images**

Name of newspaper: \_\_\_\_\_

	<i>Where does the image appear?</i> Front page, sport section, special section, national section, local section, editorial, advertising, other?	<i>What does the image show?</i> - 1) Local / national / international Stars? Other people / events? - 2) Man / woman? - 3) Celebrating / despairing / resting / competing / other? - 4) Which Olympic Sport?	<i>How is the image designed?</i> - Framing of the image? - Camera angle? - Selection of the background? - Composed or just taken? - Other design issues?
<i>Image 1</i>		1)	
		2)	
		3)	
		4)	
<i>Image 2</i>		1)	
		2)	
		3)	
		4)	
<i>Image 3</i>		1)	
		2)	
		3)	
		4)	
<i>Image 4</i>		1)	
		2)	
		3)	
		4)	
<i>Image 5</i>		1)	
		2)	
		3)	
		4)	



## **Advanced exercise Additional options for going further**

### **Looking at the captions (if applicable)**

Evaluate and discuss together the relationship between the caption and the image

- How do the captions guide you?
  - Does the caption support the message of the image?
  - Does the caption generate the meaning of the image?
  - Does the caption seem to contradict the image in any way?
- What other caption(s) could have been written for the image?

### **Looking at the texts with the images**

Evaluate and discuss the headline and the text related to the image

- Look at the headline of the text
  - Which words are used?
  - How is the audience addressed through the headline?
  - What assumptions are required from the reader?
- Look into the accompanying text
  - What is the main message of the text?
  - What is communicated concerning the image?
  - What style of language is used?
  - How is the audience addressed?

### **Compare with other media**

Compare the same event in television, radio and internet:

- How is the event reported?
- How does the reportage differ from the newspaper?
- Can we identify the characteristics of different media and say how they work is a chosen example? Where would the different media emphasise their own characteristics?

### **Make your own story**

Produce a collage using material about the same event from different newspapers. Explore how different messages can be created through different combinations of the same material.

