**Tell the truth, but tell it Slant…**  
Media Tracking Project: The media constructs versions of reality that serve particular interests.

ESSENTIAL QUESTION: How can I read, view, or listen to the news more critically?

PURPOSE: The purpose of this project is to display your understanding of how public opinion, media literacy, manufacture consent, sensationalism, emotive language, censorship, and euphemisms are used in the media to sway public perception.

MEDIA OUTLETS: Aljazeera, NY Times, Wall Street Journal, Japan Times, The Guardian, BBC, The Washington Post, Forbes, USA Today

INSTRUCTIONS:

1. SIX WEEK TRACKING: In groups of 3 or 4, track your assigned news outlet for a minimum of 6 weeks. As you are watching, consider HOW the information is being delivered to viewers. What are they saying? How are they saying it? What affect are they trying to create? How are they trying to make their viewers FEEL?
   1. DUE SEPTEMBER:
      1. Print an article from your media outlet.
      2. Highlight any emotive, vague, or euphemistic language
      3. Explain in 100 words or more the purpose of EACH (emotive, vague, or euphemistic--or the lack thereof) in your article. What does this get the audience to think, to feel, to believe, or to know. Think about the media outlet itself. Does the language further their agenda? Does it favor their bias?
2. CONSIDER: How does South Fulton High School news look from the lens of your assigned media outlet?
3. CREATE: Your own media outlet using the slant from your assigned media outlet.
   1. Each page should reflect the slant of the media outlet assigned to your group.
      1. Accurate representation of the bias in your media outlets.
      2. One story must be sensational, one story must be relevant (within the last two weeks), one story must be extraordinary
      3. MUST include emotive, vague, and euphemistic language when appropriate.
   2. Each website should be aesthetically appealing to Ms. Thorne (you know what I’m talking about…)
      1. Must have photographs taken by a member in your group.
   3. Each article should be non-incriminating!!
   4. Each group member is responsible for a page.
   5. Each article should be 500-900 words.
   6. Each video should be 4-6 minutes in length.
4. PROMOTE: Using twitter, make a commercial advertising your media outlet. Remember to maintain the slant from your assigned media outlet.
   1. Tag Ms. Thorne @thorneeliz.
   2. We will watch these videos in class before each presentation.
5. PRESENT: As preparation for your FOA, each group will present their website to the class. Each group should discuss the following in the presentation:
   1. Each member is responsible for presenting his/her page. If you are absent for the presentation, you will not receive credit for the presentation.
   2. The group should discuss the slant from their assigned media outlet and how/why that slant was used to create the website.
   3. Discuss choices made in creating website (author purpose & audience affect).
   4. RUBRIC= FOA rubric