**Media Evaluation Presentation** Name:

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| **LT:** I can analyze various sources and how they portray the same issue in order to understand it from different perspectives, as well as to identify bias. |

**Directions:** Choose a current event (local, national, or global) with the purpose of evaluating the way it is presented in media. You will then create a short presentation that synthesizes your findings and evaluates the media’s coverage of the event.

**Requirements:**

* 3-5 min presentation
* Visual Aid
* Answer the evaluation questions & identify the types of bias present

**Evaluation Questions:**

1. Where does the money come from?
   1. Who produced this story?
   2. What is their political tilt?
2. What type of story is this meant to be?
   1. What is the author’s purpose?
   2. What is the particular point being made about the topic?
      1. If informing us, what specifically is the author trying to focus on?
      2. If persuading us, what exactly does the author want to persuade us to think or do?
3. What sources are provided in these pieces?
   1. Do the sources provide both primary and secondary sources?
   2. What do we know about these sources? What information does the story give us?
4. What evidence is provided?
   1. How is it presented? (Direct quote? Graphs? etc.)
   2. Does it appear to be checked? (Do they provided the same facts from different sources?)
5. Are any forms of bias present?
   1. Omission: Has one source presented information that the other did not?
   2. Source Selection: Are a variety of sources from different viewpoints represented?
   3. Labeling: Are viewpoints themselves labeled equally? Are sources specifically labeled (According to Dr…) or are they general (According to professionals)?
   4. Spin: Do the pieces present any loaded language that may portray the issue a particular way?

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|  | **4-Sophisticated** | **3-Proficient** | **2-Developing** | **1-Insufficient** |
| **Content & Substance**  **(15pts)** | Presentation addresses evaluation questions with *great detail.* Speaker demonstrates a deep understanding of how the two sources present the issue differently by providing several examples. | Presentation addresses all evaluation questions sufficiently. Includes some good examples and provides explanations of findings. | Presentation addresses all evaluation questions, but merely skims through them. Lacks depth and sufficient examples from sources. | Presentation does not address all evaluation questions. |
| **Presentation**  **Elements**  **(10pts)** | Visual aid is organized and visually pleasing. Speaker barely has to look at the visual aid, demonstrating the depth of their knowledge. | Has a visual that is well organized and visually pleasing. Speaker simply glances at visual for guidance, rather than depending on it for content. | Has a visual aid that is easy to understand and organized. Speaker may rely on the presentation a bit, but not so much that it takes away from the presentations quality. | Lacks a visual aid OR speaker relies primarily on visual aid for their information, rather than their from their understanding. |