



**WRITE AND CREATE
A NEWS ARTICLE
FOR AN IDENTIFIED
PURPOSE**

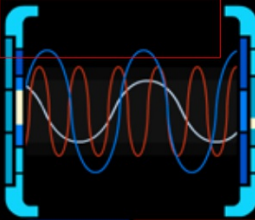
**UNIT 7
JOURNALISM
AND THE
NEWS INDUSTRY**



MOLECULAR SCAN ANALYSIS 62-854735

832547782 325487321 5214388 323
658745214 325487 321548 487 83-8554 38-7481
385487547 32154 8841351 3273612 77823 331 667 • 5466 4456 831
315788548 38888754 5888741 2111412233 248174 213 890 • 7675 2321 457 51-2047 34-8748
832154788 322018 385708 7529847398 7732 567 312 • 6789 6777 884
315487587 3587458 385748 328738 78882 334 771 • 0090 9023 318 10-8328 51-2047

SCAN PARAMETERS: 54784747



SYS DIRECTORY

83-258745
88-954875

85-802147 83-587042

ENERGIZE

83-588985 23-545428

MED DIRECTORY

14-478852 83-547741

COMMUNICATIONS

23-801458 85-233584

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30214578 144 548085 488 85485 878
33218574 584 748 488 548 548
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24372782 283 748548 885 885 850

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LCARS MODE SEL

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DEACTIVATE ONLINE

Learning Objectives

DETAILED SCAN OUTPUT FEED ALPHA

Develop your story for broadcast.

GRADING CRITERIA

LO	Pass	Merit	Distinction
	The assessment criteria are the Pass requirements for this unit.	To achieve a Merit the evidence must show that, in addition to the Pass criteria, the candidate is able to:	To achieve a Distinction the evidence must show that, in addition to the pass and merit criteria, the candidate is able to:
1. Understand the news industry	P1*: Explain the media market for different news providers <i>(*Synoptic assessment from Unit 1 Media products and audiences)</i> 		
	P2: Explain the media platforms used for news distribution 	M1: Compare and contrast the benefits of using different media platforms 	
2. Know the construction and content of news articles	P3: Describe the structure and purpose for different news articles 	M2: Analyse the linguistic conventions used within different news articles 	
3. Be able to research and plan content for an article	P4*: Research and plan content for an original article <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i> 	M3: Reference and record information sourced for use within the article 	D1: Justify the choice of sourced information to be referenced within the article 
4. Be able to write and edit a news article for an identified purpose	P5: Write an original article for an identified purpose 	M4: Explain the mode of address and structure used 	D2: Compare and contrast the regulatory implications for the article relevant to the medium in which it is transmitted
	P6: Use sub-editing skills to finalise the article for publication 		

STARTER

LCARS-3004

ONLINE

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343265 334
124633 124 34208878
**SOURCING IMAGES
& FOOTAGE**

Learning Objective
Develop your story for broadcast.

378-212

MODE SELECT

VIEW

LCARS - 290450

WHO OWNS WHAT..

- > A company hires a photographer to take a picture for them, he does it and is paid - who owns the copyright of the photo?
- > A man in the street shoots an image on an iphone and uploads it to the BBC News site who use it - who owns the copyright?
- > What's the difference between a copyrighted photo and a royalty free one?

LCARS-3004

ONLINE

378-212

MODE SELECT

VIEW

LCARS - 290450

U7 L04

ROYALTY-FREE IMAGES & VIDEO

A royalty is paid to the copyright holder every time an image/video of theirs is used.

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Learning Objective

Develop your story for broadcast.

But there are some places where Royalty-free images and video can be found.

-  **PRESS ASSOCIATION**
-  **GETTY IMAGES**
-  **LIST OF FREE SOURCES**

U7 L04 LCARSCOM.NET COMPUTER ACCESS • ONLINE

SOURCING IMAGES & VIDEO FOR YOUR BROADCAST

Learning Objective
Develop your story for broadcast.

**We are approaching broadcast now.
You will need images and video that best suit
your story.**

**If you need to film some footage do it and
upload it to your blog. If you simply require
images then take them or download them, you
will need to CREDIT the source on your site.**

LCARS-3004
ONLINE
378-212
MODE SELECT
VIEW
LCARS - 290450

2112545 48823
343265 334 2332543
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7732 587 312 • 67

U7 L04 LCARSCOM.NET COMPUTER ACCESS • ONLINE

LCARS-3004 ONLINE

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343265 334 33 235 223 587 312 • 67
124633 124 34235678 • • 328738 78882 334 771 • 00

Learning Objective
Develop your story for broadcast.

378-212

MODE SELECT VIEW

LCARS - 290450

EXPLAIN MODE OF ADDRESS AND STRUCTURE

Answer the following questions:

- > Give examples of where your sentences use: **WHO, WHAT, WHERE** in the opening paragraph.
- > Give examples of where your next sentence uses: **WHY** and **HOW**
- > Did you include at least 2 of the most useful and valid sources that were evaluated in D1? Discuss how these sources enhanced your article.

U7 L04 - BLOG TASK

LCARS 40274

02-854598

BLOG YOUR NOTES FROM TODAY

8578232	3882	5893	3465	0846	29
2064862	828	1278	07	8185	74
278	346	34	8	89	9
8967248	346	34	8	89	9
3478	285	923	238	578	4
898990	88	678	584	678	4
847588					

0128-089

1014-819

7232-838

03-875883

Upload the images / video and embed on your website then:

04-765466

> You simply need to justify **WHY** these images or video are relevant for your article, what do they show? How do they help tell the story? You'll need more than one image or more than one shot.

05-224353

> Answer the remaining the questions for merit criteria.

06-578565

Category: U7 L04

Title of Post: EXPLAIN MODE OF ADDRESS AND STRUCTURE USED

PLENARY

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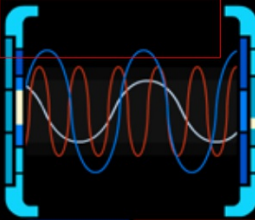
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