Name: _____   Date: ____/____/_____   Period: _____

What's in a Headline?

Media Coverage of COVID-19

As we scroll through our social media feeds or flip through television channels, COVID-19 dominates the news. Articles are shared from a variety of sources, and often people don't actually read them - but they do read the headline. The headline acts as a way to frame an article, which alters the perception a reader has of the information that is being conveyed. This is known as the tone of a piece, and it changes the way we think.

Instructions

You will find 3 articles through your social media feed about COVID-19 and compare the headline to the information in the article. You will not only analyze the tone of each article, but also check if the piece cites trusted sources of data and information about the pandemic.

Questions to consider in your analysis:

- Does the writer have a clear agenda, bias, or opinion?
- Is the tone of the headline overblown compared to the facts in the article?
- Does the headline mislead the reader?
- Does the article refer to medical and scientific data or experts?
- Is the article trying to sell the reader any kind of product?

boclips

Article 1

Headline: _____

Subheadline: _____

Source: _____   URL: _____

1. Where did you see this article?

2. What emotion does the headline evoke from the reader?

3. Does the article use trusted sources or accurate data?

4. In 3-5 sentences, analyze the tone and accuracy of the headline in comparison to the information found in the full article.

Article 2

Headline: _____

Subheadline: _____

Source: _____   URL: _____

1. Where did you see this article?

2. What emotion does the headline evoke from the reader?

3. Does the article use trusted sources or accurate data?

4. In 3-5 sentences, analyze the tone and accuracy of the headline in comparison to the information found in the full article.

Article 3

Headline: _____

Subheadline: _____

Source: _____   URL: _____

1. Where did you see this article?

2. What emotion does the headline evoke from the reader?

3. Does the article use trusted sources or accurate data?

4. In 3-5 sentences, analyze the tone and accuracy of the headline in comparison to the information found in the full article.