

Year 7 - English

Worksheet 3

Who else can help the Editor in making sure their media platform is ethical, honest and spreads the right information?

Look at the different jobs and discuss:

- Which of these roles are the most important to creating and spreading truthful information in the media?

Job role	Rank in order of importance for creating and spreading truthful information in the media 1 = most important 6 = least important Why?
<p>Editor Editors decide which content is most important for the publication. They commission stories, and decide what should or should not be published. They ultimately decide the order of news stories in a publication / webpage, and sign-off on all the design elements too. They have the final read-through and do final edits to any story before it is published. They restructure and rewrite elements of news stories for clarity and accuracy.</p>	
<p>Runner Many start out in broadcasting and media as a runner, looking after essential day-to-day tasks such as filing, postal services, tea making, attending to guests – they may also be given articles to proofread. The next step on the ladder is the role of researcher.</p>	



Year 7 - English

Worksheet 3

Researcher

Researchers fact-check programmes and collate information to make sure content is legally accurate and the processes, people and information involved in the show are ready to go. Researchers may also provide a level of specialist expertise (eg science) to direct programme content.

Journalist

Journalists gather information on stories of significance to an audience with the aim of getting an objective view of the facts. They interview the relevant people, take notes and return the information in an appropriate style and format. This might be by writing a story for a newspaper or online, or by producing a piece for television or radio. Later on in their career, a journalist might specialise in a specific sort of reporting (for example technology and science).

Photographer

A lot of photographers may avoid full-time employment and go freelance or self-employed. This means they may work short term for any employer. The role of a photographer is not just about point and shoot. As well as possessing expertise about light, focus and composition, photographers have to adapt to the equipment and surroundings that each shot requires.

Designer

Designers know about graphic design and how best to present large amounts of complicated information in the easiest manner to understand. Designers work on graphics and infographics for television programmes, print media and websites. They are also responsible for the artistic direction of a product and may create cartoons, illustrations and colour schemes and edit photographs.



Year 7 - English

Worksheet 3

Which one of these roles could you see yourself doing and why?

