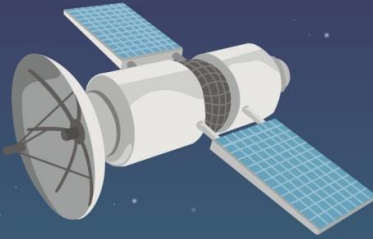


Is it NEWS?



Is it informative?

News may be entertaining, upsetting, or anywhere in between, but its core purpose is to help you learn about events and/or ideas.

YES!

Does it rely on facts?

News is built on information – things like names, dates, places, numbers and quotations – from solid sources.

YES!

Are the creators clearly identified?

News has clearly identifiable authors and/or publishers who will stand behind the content they create.

YES!

Is it objective?

News aims to be fair by investigating all sides of the story. If there are opinions, they are attributed to identifiable sources.

NO

It's opinion journalism.
- Presents a specific perspective or argument

Is it timely?

News is produced soon after something happens or when there's a fresh connection to an older idea or event.

YES!

YES!
It is news!

- Informative
- Fact-based
- Clear creators
- Objective
- Timely

NO

It's another form of content.
It could be:
- Infotainment
- Marketing
- Propaganda
- A hoax or scam

NO

It's another form of factual report.
It could be a:
- Reference article
- Scientific report
- Historical record or artifact



News or Not?

Which of these bits of content are news ... and which are not?

SportingEncyclopedia.com The Stanley Cup: A Grand Tradition By Tanya Trask Hockey's unique championship trophy has a long and winding history. ...	Is it news?	
	YES	NO

Play4Fun.com Puck Puck Goose Hockey is going to the birds! Flip, flap and flop as you shoot for hockey glory against a flock of web-footed opponents. ...	Is it news?	
	YES	NO

SportsScoopsDaily.com Washington Capitals Finally Bring Home Stanley Cup By Edward Vail Last night's spectacular closing game of the Stanley Cup finals brought victory and validation for a team long seen as doomed to never bring home the big prize. ...	Is it news?	
	YES	NO

ViralMadness.co Washington Capitals: Champions or Cheaters? See why some people are saying the latest Stanley Cup champions don't deserve their title. ...	Is it news?	
	YES	NO

TheDailyPost.com Perspective: Hockey's Culture of Violence Is Outdated By Deandre Mason Last night I cheered for my hometown's hockey team. But I also questioned if the game I was watching has a place in today's sporting culture. ...	Is it news?	
	YES	NO

Now let's look at an example and answer the questions:

Media Example (choose some news in a reliable newspaper, e.g. <https://www.theguardian.com/international>)

Title:

Quality	Yes/No/ Can't Tell	Evidence
Is it informative?		
Are the creators clearly identified?		
Does it rely on facts?		
Is it objective?		
Is it timely?		

Is it news? YES / NO

Adapted from <https://newseumed.org/tools/lesson-plan/it-news>

TEACHER KEY

News or Not?

SportingEncyclopedia.com The Stanley Cup: A Grand Tradition By Tanya Trask Hockey's unique championship trophy has a long and winding history. ...	Is it news?	
	YES	NO Not timely
Play4Fun.com Puck Puck Goose Hockey is going to the birds! Flip, flap and flop as you shoot for hockey glory against a flock of web-footed opponents. ...	Is it news?	
	YES	NO Not informative
SportsScoopsDaily.com Washington Capitals Finally Bring Home Stanley Cup By Edward Vail Last night's spectacular closing game of the Stanley Cup finals brought victory and validation for a team long seen as doomed to never bring home the big prize. ...	Is it news?	
	YES Meets all five criteria	NO
ViralMadnessBuzzFactory.co Washington Capitals: Champions or Cheaters? See why some people are saying the latest Stanley Cup champions don't deserve their title. ...	Is it news?	
	YES	NO No clear creators
TheDailyPost.com Perspective: Hockey's Culture of Violence Is Outdated By Deandre Mason Last night I cheered for my hometown's hockey team. But I also questioned if the game I was watching has a place in today's sporting culture. ...	Is it news?	
	YES	NO Not objective