

Back-up

How to ⇒ read a press article

Même si un article de presse semble difficile d'accès à première vue, certaines stratégies de lecture peuvent vous simplifier la tâche.

1. Noter l'information périphérique

- **skyline** phrase d'accroche située au-dessus du titre (parfois, comme ici, absent)
- **illustration** aide à anticiper le contenu de l'article
- **headline** indication du thème de l'article (contient souvent un jeu de mots)
- **sub-title** résumé de la problématique (parfois, comme ici, absent)
- **date and source** mise en contexte (lien avec événement politique, historique. Ici, période pré-électorale)

2. Repérer les éléments-clés

Si vous disposez d'une photocopie de l'article, surlignez les éléments essentiels.

date and source ► NEWSWEEK JUNE 28, 2004

headline ► **Picking sides for the news**

journalist ► BY ROBERT J. SAMUELSON



◀ **illustration**

Les premières phrases des paragraphes indiquent l'évolution des arguments principaux.

Les chiffres apportent des éléments concrets.

Les citations donnent les avis des experts, qui sont souvent concis et marquants et apportent de la crédibilité à l'argumentation.

We in the news business think we're impartial seekers of truth, **but** most Americans think otherwise. They view us as sloppy, biased and self-serving. In **1985**, **56** percent of the public felt news organizations usually got their facts straight, says the Pew Research Center. By 2002 that was **35** percent. In **1985** the public thought the media "moral" by **54** to **13** percent; by **2003** opinion was split **40** to **38** percent. Americans think the "media make news rather than just report it," says Pew's Andrew Kohut. The obsession with "scandal in high places" is seen as building audiences rather than advancing the public interest.

Still, the latest Pew survey confirms — with lots of numbers — something disturbing that we all sense: people are increasingly picking their media on the basis of partisanship. **If** you're Republican and conservative, you listen to talk radio and watch the Fox News Channel. **If** you're liberal and Democratic, you listen to National Public Radio and watch "News Hour With Jim Lehrer." It's like picking restaurants: Chinese for some, Italian for others. And everyone can punch up partisan blogs — the fast food of the news business. **What's disturbing is** that, like restaurants, the news media may increasingly cater to their customers' (partisan) tastes. **News slowly becomes more selective and slanted.**

Les dernières phrases des paragraphes contiennent souvent des conclusions partielles tirées par le journaliste.

Les mots et les expressions de liaison indiquent l'articulation des arguments.

3. Prendre des notes

Premières phrases : *journalists think they respect truth and objectivity, unlike public, who consider media are biased. Therefore people choose media which agree with their own views. Will damage objectivity.*

Dernières phrases : *concentrating on scandal is done to boost number of readers. The latter are given more and more biased news, specially selected for them. Unhappy prospect.*

Les chiffres : *figures worrying because they prove rapid decrease of public confidence in media.*

Expressions de liaison : *"but" introduces opposition between journalists and public. "Still" and "What's disturbing is..." signal dangers of evolution of media. "If" and "when" may announce worrying hypotheses.*

Citations : *experts accuse media of creating information so that their "brand" will sell better than others.*

"All the news that's fit to print"

Joachim

The promise to report, write and edit "all the news that's fit to print" used to appear at the top of the front page of every copy of *The New York Times*. It is perhaps a neat summary of the noble aims of most of the press on both sides of the Atlantic. Unfortunately, this admirable goal is not always achieved.

British and American newspapers can globally be divided into two basic categories – "quality" and "popular". Newspapers from the quality press are often referred to as "broadsheets" (even though some of them have now adopted a much smaller format), and those from the popular press (sometimes known as the "gutter", "yellow" or even "sewer" press) are called "tabloids".



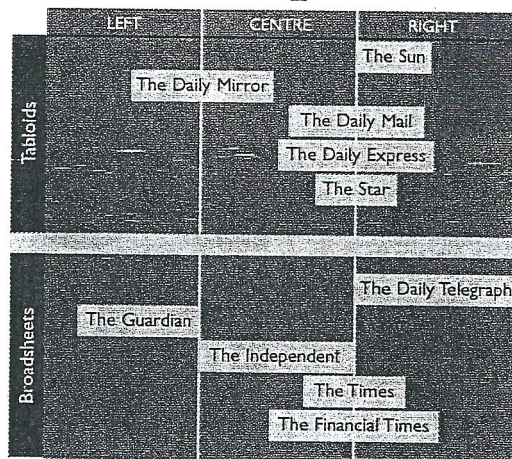
quality papers	popular papers	major magazines
The Times The Guardian The Independent The Daily Telegraph The Financial Times...	The Sun The Daily Mirror The Daily Express The Daily Mail The Star...	The Economist The New Statesman The Spectator...
The New York Times The Washington Post The Los Angeles Times The Wall Street Journal The Herald Tribune...	USA Today The New York Post The Chicago Sun-Times...	TIME Newsweek BusinessWeek US News and World Report...

Political leanings of the British press

None of the big national newspapers in Britain "belongs" to a political party. However, each paper has an idea of what kind of reader it is appealing to and a fairly predictable political outlook. Each can therefore be seen, rather simplistically, as occupying a certain position on the right-left spectrum.

As you can see, the right seems to be heavily over-represented in the national press. This is not because such a large majority of British people hold right-wing views. It is partly because the press tends to be owned by Conservative party supporters. In any case, a large number of readers are not very interested in the political coverage of a paper. They buy it for the sport, or the human interest stories, or for some other reason.

James O'Driscoll, *Britain*, 2000



1. Explain *The New York Times*'s motto and say whether it is respected.
2. Name two politically-contrasted British broadsheets.
3. Which is the only left-leaning tabloid?

4. Why do so few British newspapers seem to favour the left?
5. Which American or British publications seem to deal with money matters?

Do you know the main British political parties?

Complete with "left", "right" and "centre".

The Conservatives (also known as the "Tories") have ... -wing views.

The Liberal Democrats (or "Lib Dems") belong to the main ... party.

The Labour Party (or "New Labour" under Tony Blair) believes in a fair distribution of wealth and power. It is the main British political party whose voters have ... -wing views.

Leaders: Conservative: ... Liberal Democrat: ... Labour: ...