

Baudrillard: worksheet

5.3 Apply it: locating 'meaning implosion' in newspaper set texts

revise it:
pages
53-4

Question to help you detect these Baurillardian features

Oppositional viewpoints	Where in the newspaper do we see the presentation of oppositional viewpoints? Does the newspaper offer any extreme viewpoints that we are meant to disregard?
News cycle effects	Which stories are offered to us as breaking news? How does the newspaper create or suggest a state of permanent crisis through its reportage?
News as entertainment	How is the news presented as entertainment to its readers? How does language or imagery work to shock or sensationalise events?
Immune audiences	What effect do oppositional viewpoints have on readers? What effect does the news cycle have on its readers? What effect does the news as entertainment have on its readers?
Challenge it: The news is authentic	What evidence can you offer from your set text newspapers to challenge Baudrillard's notion that post modern media constructs 'meaning implosion'?