**Individual Task**

**Analyze the media case and present the results in writing, upload a Word document to Moodle (Individual Task Section).** **File name: your surname.**

**Note down the following features:**

1. Reference: date of publication, source, hyperlink.

2. Headline. Introduction or stand-first.

3. Genre of media, type of content.

4. Elaboration (What, When, Where, Who, Why).

5. Quotations, pictorial, graphic or statistical support.

6. Bias (political, personal, organizational, racial, ethical, religious).

7. Summarize the message in your own words.

8. Identify the tone of the case.

9. State the purpose of the case. Explain your choice of purpose by quoting words, phrases.

10. Linguistic analysis (be specific, give examples from the case analyzed):

- at lexical level (wording, specific vocabulary).

- at syntactical level (types of sentences, syntactic constructions, complexity of syntax).

- at textual level (structure).

- stylistic devices.

11. Audio-visual component, graphics, special effects.

12. Reasons for selecting this case.

**Formatting requirements:**

Font: Times New Roman, 12-point type. Text: Single-spaced.

Volume: 2-3 pages (1 Standard Page = 1 800 characters), properly formatted and inclusive of title.