

Activity 8.1 Who Made the Article?¹

To know how to understand an article, you need to know who created it, and for what reason.

This example, a sponsored sports story in the National Post, is an advertisement for a country club, framed as a news article, with the headline “Personal touch provides golfers an alternative to large corporate clubs.”

Ask students to review the story, and flag anything that might be a clue to its origins and purpose.

NATIONAL POST

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Personal touch provides golfers an alternative to large corporate clubs

Adam Stanley
Postmedia Content Works

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Sponsored Sports/Recreation

“The proximity was a major driver for me to change. The course is four minutes away,” says Teraschuk. “After 17 years (at the other club), I took a look around and heard Credit Valley had a trial membership. (After looking further, I thought, ‘wow, it is truly right and easy for what Credit Valley can offer.”

Signals include:

- In the URL, the word “sponsored” after nationalpost.com
- In the byline sidebar, Adam Stanley, Postmedia Content Works. (What is Postmedia Content Works? Look it up.)
- In same sidebar, “filed under sponsored.” (What does it mean for an article to be sponsored?)
- This line, at the bottom of the article: *This story was created by Content Works, Postmedia’s commercial content division, on behalf of Credit Valley Golf and Country Club.* (This explains a lot, but you have to read to the bottom to get that explanation.)

<http://nationalpost.com/sponsored/sports-sponsored/personal-touch-provides-golfers-an-alternative-to-large-corporate-clubs-2>

Guiding questions:

Assessment:

- Is this a news article? Who created this content?
- What clues can you find on the page about the purpose of this story?

Analysis:

- The story was paid for by the golf and country club featured in the article. How does that affect your opinion of the contents of the story?
- What might you expect to find in a news article about golf that isn’t in this story?
- Is this a credible source about where to play golf? Why or why not?

¹ Adapted from SHEG Civic Online Reasoning Assessments: <https://sheg.stanford.edu/civic-online-reasoning/article-analysis>