Two Briefs

Original model texts about an invented community. NBE3U, Behind the Image, Lesson 8

Name: _____ Date: _____

Brief A	Brief B
RESERVE STILL WAITING FOR SAFE WATER. Residents of a remote reserve have boiled their tap water for eight years. Officials say a new plant is “in progress.” Band offices did not return calls by deadline.	COMMUNITY'S OWN OPERATORS BRING CLEAN WATER HOME. After eight years under a boil-water advisory, a northern First Nation celebrated its new treatment plant this week. Two local operators, trained in the community, will run it. The Chief and both operators spoke at the opening.

	Brief A	Brief B
Headline: overt message		
Who is quoted? Who is silent?		
Implied message		
Likely audience response		

Same facts, different meaning. Explain how.

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Frame Check

A real story. NBE3U, Behind the Image, Lesson 8

Name: _____ Date: _____

Outlet, date, headline	
Purpose and intended audience	
Overt message	
Implied message (and how it is conveyed)	
Whose voices are included? Whose are missing?	
How might a First Nations, Métis or Inuit reader respond? A non-Indigenous reader?	

Rewrite the headline with a different frame:

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