

UNIT 1 EVALUATION EXEMPLAR A

Evaluation of online article

In my article I was pleased with the structure and how as I made good use of the inverted pyramid and put the most important parts of my article at the start such as the initial ticket sales, leaving the irrelevant facts to the end such as their success on the music charts.

In my standfirst I made the readers fully aware of what the article entailed as I mentioned the 5Ws.

I tried to make my headline sound sensational as this is the norm for tabloid newspapers. "*BTS set to burn the stage*", this is a play on words as "*burn the stage*" starts with the same initials included in BTS' name.

The style of this article is very light-hearted, and taking into account that the subject is a boy group means that it is an entertainment story and these stories are not usually very serious in content.

I tried to get a range of diverse people and I managed to obtain an interview with a middle aged woman who doesn't really know much about K-pop, and an English girl who is really into K-pop and BTS which created a balanced opinion. One thing I am disappointed in with my interviews is that I didn't manage to interview someone who got tickets because that would have been a good opportunity to analyse how the person felt about going to the concert.

I placed an image of the group performing in the right hand corner as it is not blocking the main article and is still easy to see. I chose the photo because it showcases the colours and dance that the group use to create an explosive scene. I thought this image would be well suited as it may pique the audience's interest in the article, and is eye-catching.

I am pleased with the layout as it leaves plenty of room for the article to be read clearly and the presentation of the image and headline are in eye-catching spots.

One change I made during the planning stage was the angle. Initially I was just going to talk about BTS' UK debut but after the ticket sales I decided to focus on the ticket scalper scandal. This made my article more sensational as it does involve a bit of drama.

I adapted my article to aim towards the younger general public. This is because most of the people who will be reading this are likely to be teenagers or young adults.

Word Count: 416

Name:

Candidate number:

Centre number: