

UNIT 1 Evaluation Guidance

Unit 1: Summative evaluation 400 words of **process and outcome**

- While process can be mentioned, the prioritisation is on the evaluation is based on the final outcome

(Pg 27 of specification)

- To **reflect on the strengths and weaknesses** of the **final product**, considering the **quality of both the writing and the presentation**

Evaluate quality of writing (of final piece)

- Structure/angle/headlines/standfirst/caption/style & tone/sentence length/word limits/editing
- Quote from your article and analyse the language choices

Evaluate the presentation

- Page layout/typography/visual formatting/placement of image/cropping

- Make reasoned judgements about their work, **reflecting on their original intentions and decisions** throughout the process

- Measure final outcome against what you set out to do
- Did your final article change in any way over the course of the final production – why?
- Consideration of audience and purpose – did you adapt final piece taking cognisance of this?
- Demonstrating understanding of news sense and how this impact on final piece

- Consider the **learning points** from the task

- Would you have approached any aspects differently reflecting on the process as a whole?

Descriptive comment:

I secured a good range of interviews while researching my story including some patients and also a doctor.

Evaluative comment:

I found it difficult to secure an account from patients, who had been treated at the hospital, who could comment with insight on management. However, to gather a range of opinions and a balanced account, I obtained an interview with a medical professional who works at the hospital to secure research relevant to my angle which focused primarily on the alleged poor management of the A & E facility.

Sample evaluation comments:

Level 4 evaluation	<p>I used a pull quote, “the last green wedge” from Jim Allister’s interview as a caption. I felt this pun effectively played on the fact it was located close to the golf course and linked to the political controversy of building on green belts.</p> <p>One change I made to my article during the planning stage was the angle. Originally, I really wanted my whole focus to be on the Merrow Hotel and Spa, but after realising that there were many similar projects across the North Coast, I decided to expand the story to encompass the wide spread building, and analyse the effects of this on the local area.</p>
Level 3	<p>I ensured my report was non-biased by including quotes from a range of sources who represented different sides of the story.</p> <p>Also, I found it really difficult to source an original photograph for my article, considering the projects I am focusing on haven’t begun construction yet. I feel it is the weakest part of my article and it could be improved, because a captivating photo helps encourage people to read the article.</p>
Level 1-2	<p>However, one of my biggest issues was attempting to adhere to the 400-word limit.</p> <p>All in all, I think my article was stylish and informative, but it could be improved with a more interesting photograph and perhaps some extra material from my interviews.</p>

Sample evaluation: Level 4

One aspect of my article I was particularly pleased with was the structure. The inverted pyramid structure enabled me to prioritise the news of the recent approval of a new local hotel in my standfirst, because local readers would be interested in hearing about this as it had caused controversy. On reflection, it may have been beneficial to place the opinions of the local source first as the angle focused on the impact on residents in the local area.

I found it really difficult to source a photograph to effectively complement my article, considering the projects I am focusing on haven't begun construction yet. I feel it is the weakest part of my article and it could be improved by obtaining the developer's proposed view of the project might trigger reactions from the readership.

I used a pull quote, "the last green wedge" from Jim Allister's interview as a caption. I felt this pun effectively played on the fact it was located close to the golf course and linked to the political controversy of building on green belts.

The use of alliteration and rhetorical question in my headline helped focus on the controversial nature of this development.

Although my aim was to provide a balanced report, I did focus more on the impact that tourism was making on the community, because the article was intended for a local paper that local residents would be reading.

One change I made to my article during the planning stage was the angle. Originally, I really wanted my whole focus to be on the Merrow Hotel and Spa, but after realising that there were many similar projects across the North Coast, I decided to expand the story to encompass the wide spread building, and analyse the effects of this on the local area.

If I could go back and do my interviews again, I would obtain face-to-face meetings with my sources, in order to have more flexibility and spontaneity with my questions. An email interview was quite limiting in terms of expanding on my sources' answers for example Mr Allister mentioned the "Londonderry hotel expansion" as being thwarted by a "listing order" placed on it. I would have liked to have had the opportunity to ask him why in what ways this hotel would benefit tourism rather than the Merrow development.

I would also have re-worded my questions to make them more open-ended, for Jim Allister as I feel like he could have provided me with lots more helpful information. He was a key source who has lots of knowledge and opinions regarding the project and I wish I had questioned him further.

Word count: 439