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MCA 226

Professor Oren

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I) Example 1

A) Russ Simons and Shawn Edwards review of *The Jungle Book* for Fox 4 News Kansas City:

1) RUSS “Who would have guessed that the two best movies so far this year would have come from the folks at Disney? The live-action version of "The Jungle Book" ranks right up there with "Zootopia" as the cream of the contemporary cinematic crop.”:

.He is injecting his opinion into the newscast

.He Personalized the story, but personalized it too much

.He did a good job of making the piece simple and conversational

.Cliche, not original

2)SHAWN “Faithful to both the book and the back in the day Disney animated feature this version of 'The Jungle Book' soars.”:

.He did a good job of making the piece simple and conversational

.He personalized the story, but he personalized it too much

3)RUSS “Director Jon Favreau has fashioned an eye-popping action adventure that manages to improve on Disney's beloved 1967 animated version while getting a bit closer to the spirit of Rudyard Kipling. Yes, the animals are computer generated, but after the first few minutes, you'll think you're watching the real thing. This is one film that begs to be seen on the big screen, a new addition to the canon of Disney classics.”:

.He did a good job of making the piece simple and conversational

.Personalized the story, but to much

4)SHAWN “Yes, the best 3-D since 'Avatar' but the story is compelling, voice work spectacular and the 12-year lead, the only human basically in the movie carries things like a seasoned vet. Some scenes are a bit intense for the very young. Overall, his is an incredible movie.”

.He did a good job of making the piece simple and conversational

.He personalized the story, but he did too much

.He is injecting his opinion into the newscast

.He does not name who the lead actor is
.He does not name who the voice actors are

II) Example 2

B) Jim Vejvoda ign.com

1) He uses words such as “megalomaniacal” and “nefarious”:
.The words he uses are complex and are not simple
.He may make it difficult for some viewers to comprehend what he is saying

2)“When we do see Batman, he is absolutely brutal and Affleck really nails it as both the Dark Knight and Bruce Wayne. He’s a physical powerhouse, the dapper playboy, the serious businessman, an obsessive authoritarian, and a relentless detective. Affleck is the best thing about BvS, instantly making the character of Batman his own. He should prove a sturdy anchor for future DC movies.”:

.The piece is not very conversational and does not a very active voice
.He uses a more complex sentence structure and does not keep it simple
.He uses more complex words
. He did not personalize to story and I did not feel his personality shine through the piece
.The piece felt very routine, and mundane.
.The pieces is entertaining however, it is dry for a broadcast piece.
.The piece read like a print piece