<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>A newspaper's identity</th>
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</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Mehra, Achal</td>
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<td><strong>Date</strong></td>
<td>1987</td>
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<td><a href="http://hdl.handle.net/10220/1072">http://hdl.handle.net/10220/1072</a></td>
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<td><strong>Rights</strong></td>
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A Newspaper's Identity

By

Achal Mehra
A NEWSPAPER'S IDENTITY

Exercise of newspaper demographics

Identify the proportion (in percent) of your readers by:

1. Age group
2. Sex
3. Income
4. Occupation
5. Education
6. Race
7. Household size
8. Consumption pattern

The exercise attempts to identify:

WHO ARE THE READERS OF MY NEWSPAPER/MAGAZINE?

By: Achal Mehra
A NEWSPAPER’S IDENTITY

Identify the appropriate categories of advertisements, e.g.:

Textiles
Soaps/detergents
Cars
Scooters
Electronic goods
Announcements
Grocery stores
Household appliances
Heavy machinery
Watches
Furniture
Other
A NEWSPAPER'S IDENTITY

Identify the different categories of advertisers who advertise in your newspaper/magazine.

The exercise seeks to identify your major advertisers, which in turn suggests the kind of audience they perceive exists for your publication.

The exercise seeks to answer the question:

WHICH ADVERTISERS ADVERTISE IN MY PUBLICATION?
A NEWSPAPER'S IDENTITY

Identify the appropriate information categories, e.g.:

Military, political violence
Foreign relations
Economic
Science and health
Education
Accidents and disasters
Crime
Sports
Culture
Human interest
Other
A NEWSPAPER'S IDENTITY

Identify the proportion of news space your newspaper/magazine devotes to different categories of news.

The exercise seeks to identify the editorial focus of your publication.

WHAT KIND OF WRITING DOES MY PUBLICATION EMPHASISE?
A NEWSPAPER'S IDENTITY

Identify the appropriate age groups, e.g.:

-20
21-25
26-30
31-35
35-40
40-50
50+

Identify the appropriate income levels, e.g.:

Under M$300
M$300 - 400
M$401 - 500
M$501 - 700
M$701 - 900
Above M$901

Identify the appropriate occupation groupings, e.g.:

Own business
Teacher
Student
Housewife
Government employees
Other

Identify the appropriate educational level, e.g.:

Primary
Secondary
College
Post-graduate
Other

Identify the appropriate racial categories, e.g.:

Malay
Chinese
Indian
Other
Identify the appropriate household size, e.g.:
1
2
3-4
5-6
7+

Identify the consumption patterns of your readers, e.g. owners of:
Cameras
Refrigerators
Washing machines
Stereo
Scooters
A NEWSPAPER'S IDENTITY

Prepare an advertisement about your newspaper/magazine.

The ad should describe four key features of your publication's editorial content/policy.

Fundamentally, your ad should answer the question:

WHY SHOULD PEOPLE BUY MY NEWSPAPER/MAGAZINE?