

HOW IS INFORMATION CONSTRUCTED?



INFORMATION OR OPINION



**REPORTS, NEWS,
INVESTIGATIONS, ETC.**



**COLUMNS,
EDITORIALS, BLOGS,
CRITICISMS, ETC.**



**BASED ON FACTS,
EVENTS OR STUDIES**



**BASED ON BELIEFS OR
A PERSONAL JUDGMENT**



IS VERIFIABLE.



**CANNOT BE EITHER
TRUE OR FALSE.**



**CANNOT BE
DEBATED.**



**CAN BE CHALLENGED
OR CRITICIZED.**



**NEUTRAL AND
DESCRIPTIVE TONE**



**SUBJECTIVE AND CRITICAL
TONE; YOU FEEL
THE AUTHOR'S PRESENCE.**



**USE OF NEUTRAL TERMS:
IT IS CLAIMED, IT HAS BEEN
CONFIRMED, ACCORDING
TO A STUDY, ETC.**



**USE OF SUBJECTIVE TERMS:
I THINK THAT, IT'S OUR OPINION
THAT, DO YOU AGREE
WITH ME?, ETC.**