

# How To Read a News Story Critically

Reading a news story means stopping and asking questions. Who is quoted? Why? What information is included and what information is excluded? I came across the following in my Google News feed on December 26, 2019. I was appalled that ANY legitimate news organization would publish something like this. I think it's really irresponsible for a news organization to take a story like this and run it. I could not believe how incomplete it was and why no "editor" or "news producer" flagged it for its obvious omissions.

Frank Baker

Here is the original: (published under FAIR & TRANSFORMATIVE USE guidelines)

**12/26/19 (WIVB) – Coca-Cola is facing criticism for trying to convince teenagers and moms that its sugary drinks are healthy.**

**Researchers analyzed documents from two Coca-Cola ads.**

**They found Coke was mostly targeting the two groups to shift their attitudes.**

**A Coca Cola spokesman says the company is cutting sugar in products around the world and doesn't market to kids under 12.**

Source:

<https://www.wivb.com/news/national/coca-cola-facing-criticism-for-ads-aimed-at-teens/>

My observations & questions:

1. First sentence: criticism from who?
2. Second sentence: researchers, from where? Why did they not identify them and their institution or publication where

research was posted? Why did they not give provide more specifics about the two Coca-Cola ads?

3. What evidence was provided by the researchers regarding “shift (in) their attitudes”?

4. Fourth sentence: Spokesman is not named, why?

A simple Google search, by me, using the keywords: (Coca Cola, moms, teens, study) found two news sources with more complete info:

The Washington Post dated 12/18/19

Coca-Cola internal documents reveal efforts to sell to teens, despite obesity crisis <https://www.washingtonpost.com/business/2019/12/18/coca-cola-internal-documents-reveal-efforts-sell-teens-despite-obesity-crisis/>

Cable News Network (CNN) 12/19/19

Coke Targeted by Teens By Saying Sugary Drinks are Healthy

<https://www.cnn.com/2019/12/19/business/coca-cola-teens-advertisement-trnd/index.html>