

Study five minutes of two television breakfast programmes.

BBC Breakfast is a national British morning television news programme simulcast on BBC One and BBC News. It contains a mixture of up to date breaking news, main news stories of the day, sport, weather, business and feature items.

Good Morning Britain is a British breakfast programme, broadcast on weekdays from 6:00am to 8:30am on ITV1.



What are the **similarities** and **differences** between them?

Consider:

- Presenters
- Mode of address
- Set design including colours/furniture/screens etc.
- Content – news stories/features such as entertainment slots/guests
- Format [the way in which different features are arranged]
- Technical codes e.g. use of music, camera shots, camera movement

Key features	Programme 1: BBC Breakfast	Programme 2: Good Morning Britain
Presenter		
Mode of address		
Set design		
Content		
Format		
Technical codes		
Summary of main findings:		