**The Media**

| **Specification and content** | **Covered ✓** | **RAG** | **RAG** |
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| 1. **The new media and their significance for an understanding of the role of the media in contemporary society** | | | |
| **Competing views on the nature and significance of digital media in contemporary society.**   * Boyle, * Curran and Seaton, * Cornford and Robbins |  |  |  |
| **The growth and diversity of new media;**   * control and use of new media. * Boyle, * Cornford and Robbins, * Keen |  |  |  |
| 1. **The relationship between ownership and control of the media** | | | |
| **Sociological views, including Marxist and postmodernist pluralist, on the ownership and control of the media.**   * The Frankfurt school, * Whale, * Levene, * Baudrillard |  |  |  |
| **The pattern of ownership**.   * Curran, * GUMG, * Bagdikian |  |  |  |
| **The extent to which owners, as opposed to other groups, control the content.**   * GUMG, * Curran, * Miliband |  |  |  |
| 1. **The media, globalisation and popular culture** | | | |
| **Definitions of culture and the nature, causes and significance of global culture and global media on contemporary society.**   * Strinati, * Ritzer, * Lechner and Boli |  |  |  |
| **The effects of globalisation on popular culture and the role of the media,**   * debates about cultural imperialism. * Flew, * Fenton, * Storey |  |  |  |
| 1. **The processes of selection and presentation of the content of the news** | | | |
| **Sociological views on the social construction of news, including**   * practical, * technological, (including the new media), * organisational and * ideological factors. * Jones, * Galtung and Ruge, * Davies |  |  |  |
| **The influence on the content of news of**   * audience, * advertisers, * the new media, * media professionals and * government. * The Leveson Enquiry, * GUMG, * Jewkes |  |  |  |
| 1. **Media representations of age, social class, ethnicity, gender, sexuality and disability** | | | |
| **The nature, causes, trends and significance of these representations.**   * Wayne, * Newman, * Van Djik, * Wolf, * Batchelor et al, * Barnes   **Changes in the representations of different groups.**   * Connell, * Hall, * McRobbie |  |  |  |
| 1. **The relationship between the media, their content and presentation, and audiences** | | | |
| **Different theories concerning the effects of the media on their audience.**   * Morley, * Klapper, * Blumer and McQuail, * GUMG |  |  |  |
| **Methodological issues of researching media effects, including violent content.**   * Gauntlett, * GUMG, * Morrison, * Bandura et al |  |  |  |