****

Media Studies

Learning Checklist

Woman’s Hour

|  |  |  |  |
| --- | --- | --- | --- |
| Media Industries | | | |
| The processes of production, distribution, and circulation in the radio industry. |  |  |  |
| The differences between commercial and public service radio and its impact on production, distribution, and circulation. |  |  |  |
| How various patterns of ownership and other economic factors may impact radio production, distribution, and circulation. |  |  |  |
| The impact of digital technology and convergent media on radio production, distribution, and circulation. |  |  |  |
| How the radio industry maintains audiences through marketing. |  |  |  |
| The regulation of the radio industry and various issues and debates surrounding regulation. |  |  |  |
| Media Audiences | | | |
| How the radio industry groups and categorises audiences. |  |  |  |
| How Woman’s Hour targets, attracts, reaches, addresses, and potentially constructs its audience. |  |  |  |
| The way audiences of Woman’s Hour are positioned by the meaning in the text. |  |  |  |
| How different audiences interpret Woman’s Hour in different ways and why. |  |  |  |
| How the context of Woman’s Hour will impact the audiences’ interpretation of the text. |  |  |  |
| How radio organisations target mass and specialised audiences including fan audiences. |  |  |  |