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Media Studies

Learning Checklist

Woman’s Hour

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| 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.  |  |  |  |