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Media Studies

Learning Checklist

The Times & The Daily Mirror (Full edition and online)

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| Media Industries |
| The processes of production, distribution, and circulation in the newspaper industry.  |  |  |  |
| How various patterns of ownership and other economic factors may impact newspaper production, distribution, and circulation.  |  |  |  |
| The impact of digital technology and convergent media on newspaper production, distribution, and circulation.  |  |  |  |
| How the newspaper industry maintains audiences through marketing.  |  |  |  |
| The regulation of the newspaper industry and various issues and debates surrounding regulation.  |  |  |  |
| Media Audiences |
| How the newspaper industry groups and categorises audiences.  |  |  |  |
| How newspaper organisations target, attract, reach, address, and potentially construct their audiences. |  |  |  |
| The way audiences of newspapers are positioned by the meaning in the text. |  |  |  |
| How different audiences interpret newspapers in different ways and why. |  |  |  |
| How the context of The Times and The Mirror will impact the audiences’ interpretation of the text. |  |  |  |