

Sociology Paper 2 Section B:

Media: New Media

<i>The new media and their significance for an understanding of the role of the media in contemporary society</i>		
I understand and can apply what new media is; can state numerous examples of new media; can identify characteristics that make it different to traditional media	Kn.	Ap.
I can analyse and evaluate the work on the characteristics of media through: Boyle (Technological Convergence) Jenkins (Cultural Convergence, Choice, Collective Intelligence) Cornford & Robbins ('Not so new' media)	An.	Ev.
I understand and can apply the arguments put forward about why new media has had a negative impact on society, including a statistic about the digital divide and an example	Kn.	Ap.
I can analyse and evaluate the work of: Boyle (Digital Divide-Generational) Helsper (Digital Divide- Class) Curran and Seaton (Neophiliac vs Cultural Pessimist debate) Keen (New Media as chaos)	An.	Ev.
I understand and can apply the arguments put forward about why new media has had a positive impact on society	Kn.	Ap.
I can analyse and evaluate the work of: Murthy (Twitter and the Arab Spring) Progressive Politics through campaigns such as BlackLivesMatter and MeToo campaigns McNair (Greater Democracy) McLuhan (World as global village) Choice through streaming and social media websites	An.	Ev.
I can apply my knowledge to cross-reference other topics: Ownership Globalisation News Representation Audiences	App	

Additional Studies

Media: Ownership

The relationship between ownership and control of the media		
I understand and can apply my knowledge of the concentration of ownership of the media, with at least 1 statistic and with knowledge of historical views on patterns of ownership through Bagdikian and Curran	Kn.	Ap.
I can state and use at least one example of a media mogul and know the features of ownership		
I understand and can state examples of formal controls on the media such as the law and OFCOM		
I understand and can apply my knowledge of sociological views in terms of concerns about ownership		
I can analyse and evaluate the following sociological views about ownership:	An.	Ev.
Manipulative Approach (Miliband, Curran)		
Hegemonic Approach (GUMG)		
Post-modernist approach (Levene, Baudrillard)		
Pluralist approach (Whale)		

Additional Studies

Sociology Paper 2 Section B:

Media: Globalisation and Popular Culture

<i>The media, globalisation and popular culture</i>		
I understand and can apply my knowledge of folk culture, high culture and popular culture and can understand how a globalised society impacts on this.	Kn.	Ap.
I can analyse and evaluate the impact of this	An.	Ev.
Strinati (little distinction between popular and high culture)		
Lechner and Boli (outline debate of positive and negative responses)		
I understand and can apply my knowledge of how globalisation can have a positive impact on society, with democratic western ideals.	Kn.	Ap.
I can analyse and evaluate the work of:	An.	Ev.
Thompson or Tomlinson and hybridisation of local and global cultures		
Jenkins and Participatory Culture		
Spencer-Thomas (Burmese protests) and Murthy (political awareness through Twitter)		
I understand and can apply my knowledge of how this has a negative impact, focusing on issues surrounding cultural imperialism	Kn.	Ap.
I can analyse and evaluate the work of:	An.	Ev.
Flew (Americanisation)		
Marcuse (global uncritical thinking about capitalism)		
Fuchs (ownership of new media by giant corporations)		

Additional Studies

Barber	Ritzer	Putnam & Turkle

Sociology Paper 2 Section B:

Media: News

<i>The processes of selection and presentation of the content of the news</i>		
I understand and can apply my knowledge of news being socially constructed and am also aware of how news has traditionally been consumed and how it is consumed today	Kn.	Ap.
I can analyse and evaluate the sociological views on how news is socially constructed:	An.	Ev.
Galtung & Ruge (News Values)		
Davies (Recent changes in news- Churnalism)		
Organisational and bureaucratic routines		
The Leveson Enquiry (Government impact and Regulation of News)		
I understand and can apply my knowledge of how capitalism and ownership can impact on the way that news is constructed	Kn.	Ap.
	An.	Ev.
GUMG (Journalists and class)		
Hall (Hierarchy of Credibility)		
Cohen and Hall (Moral Panics and class)		
McChesney or any other appropriate critical study (Ownership)		

Additional Studies

Harrison	Spencer-Thomas	Jewkes
Edwards & Cromwell	Chomsky	

Sociology Paper 2 Section B:

Media: Representations

<i>media representations of age, social class, ethnicity, gender, sexuality and disability</i>		
I understand and can apply my knowledge of how men and women have traditionally and are currently being represented in the media	Kn.	Ap.
I can analyse and evaluate the studies of:	An.	Ev.
Mulvey		
Martinson (or other examples of symbolic annihilation)		
McNamara		
Gauntlett		
Contrasting explanations of Liberal, Marxist and Radical Feminists		
I understand and can apply my knowledge of how the LGBTQ+ community have traditionally and are currently being represented in the media	Kn.	Ap.
I can analyse and evaluate the work of or surrounding the issue of:	An.	Ev.
Craig		
GLAAD		
Pink Pound		
New Media		
I understand and can apply my knowledge of how disability has traditionally and is currently being represented in the media	Kn.	Ap.
I can analyse and evaluate the work of:	An.	Ev.
Barnes		
Shakespeare		
Watson, Philo & Briant		
I understand and can apply my knowledge of how different ethnic minority groups have traditionally and are currently being represented in the media	Kn.	Ap.
I can analyse and evaluate the work of:	An.	Ev.
Van Dijk		
Wayne et al.		
Shah		
I understand and can apply my knowledge of how social classes have traditionally and are currently being represented in the media	Kn.	Ap.
I can analyse and evaluate the work of:	An.	Ev.
Newman		
Nairn		
I understand and can apply my knowledge of how age groups have traditionally and are currently being represented in the media	Kn.	Ap.
I can analyse and evaluate the work of:	An.	Ev.
Evans and Chandler		
For all of the representation groups I understand and can apply my knowledge of:	Kn.	Ap.
Pluralists		
Postmodernists		

Additional Studies

Sociology Paper 2 Section B:

Media: Audiences

<i>The relationship between the media, their content and presentation, and audiences</i>		
I understand and can apply my knowledge of the extent and of how the media has been argued to have an effect on the audience	Kn.	Ap.
I can analyse and evaluate the significance of Passive Audience theories:	An.	Ev.
Hypodermic Needle Theory & Bandura		
Gerbner		
Newson		
I can analyse and evaluate the significance of Active Audience theories:	An.	Ev.
McQuail & Katz/Blumler (Uses and Gratifications)		
Hall (Reception Analysis)		
Lazarsfeld (Two-Step Flow Model)		
Klapper (Selective Filter)		
Morley (Cultural Effects/Drip Drip)		
I understand and can apply my knowledge of the difficulties methodologically of researching media effects	Kn.	Ap.
Gauntlett (on Bandura)		
Morrison (Context)		
Cumberbatch (No evidence)		

Additional Studies

A01 Kn.= Knowledge and Understanding *This should be ticked when you can define any key concepts and can summarise in your own words.*

A02 Ap.= Application *This should be ticked when you have used this in an assessed piece of work and achieved or exceeded your target grade*

A03 An.= Analysis *This should be ticked when you can use appropriate key concepts and explain the study*

A03 Ev.= Evaluation *This should be ticked when you can criticise this study*