

Media Debates Regulation & Assessment Objectives

AO1: Demonstrate knowledge and understanding of media concepts, contexts and critical debates, using terminology appropriately. (60%)			AO2: Analyse media products by applying knowledge and understanding of theoretical approaches (40%)	
Media Concepts (3 Marks)	Contexts / Debates (3 Marks)	Use of Terminology (3 Marks)	Analysis using theory. (3 Marks)	Examples / Case Studies. (3 Marks)
<p>Audience</p> <p><i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p>Industry</p> <p><i>“How and why media texts are produced, distributed and consumed.”</i></p> <p>Representation</p> <p><i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p>Media Language</p> <p><i>“How the media communicate meanings through media forms codes, (technical) conventions and memes.”</i></p>	<p>Freedom of speech vs protection from harm.</p> <p>Where does your freedom to express yourself end?</p> <p>Pluralist vs Moralist modes of regulation</p> <p>Self-regulation (block, mute, report) vs socially & morally agreed rules (Legal, Decent, Honest, Truthful)</p> <p>Gatekeeping and democratisation</p> <p>Democratisation has taken power away from the traditional gatekeeper who decided what to publish. We're all journalists now.</p>	<p>Media Language</p> <p>Representation</p> <p>Audience</p> <p>Industry (Regulators)</p> <p>Text</p> <p>Misleading</p> <p>Offensive</p> <p>Harmful</p> <p>Human rights</p> <p>Freedom of speech</p> <p>Protection from harm</p> <p>Pluralists & Moralists</p> <p>Gatekeepers</p> <p>Democratisation</p> <p>The editors code</p> <p>Holding power to account</p> <p>Exploitation</p> <p>Misrepresentation</p> <p>Participatory</p> <p>Interactive</p> <p>Regulation of publishers vs regulation of platforms</p> <p>Section 230</p> <p>Influencers</p> <p>Fake news</p> <p>Misinformation</p> <p>Trusted news source</p> <p>Balance</p> <p>Unbiased</p> <p>Reporting of facts</p> <p>Opinions driven news</p> <p>The culture wars.</p> <p>The data economy</p> <p>Surveillance capitalism</p>	<p>Hypodermic Needle</p> <p>The notion that we are directly influenced by the media. Monkey see monkey beats up BoBo doll.</p>	<p>ASA (Advertising Standards Authority)</p> <p>Adverts (you choose)</p> <ul style="list-style-type: none"> • A misleading advert • An offensive advert • An advert that does not appear to be an advert • An exploitative advert • The ban on advertising junk food to children on TV.
			<p>Two step model</p> <p>That values attitudes and beliefs are cultivated over time by influencers, brands and texts</p>	<p>IPSO (Independent Press Standards Organisation)</p> <p>News Papers and Print Media</p> <ul style="list-style-type: none"> • A new story when the news media exposed corruption or held power to account • A news story where the newspaper overstepped the bounds in pursuit of a story <p><i>Still up to you to choose.</i></p>
			<p>Milton & then Mill</p> <p>The right to freely express yourself is a crucial and fundamental right (Milton). However, that freedom should not be used to cause harm to others (Mill).</p> <p>Shirky</p> <p>The audience is now participatory and will use their cognitive surplus to engage with the wider media ecology / environment.</p> <p>Blumler & Katz</p> <p>We are seeking role models from the media as well as information on how to be in the world.</p>	<p>Section 230 (Protects Free Speech on Online Platforms)</p> <p>Online Media</p> <ul style="list-style-type: none"> • The whole democratised and interactive wonder which is the interactive and participatory internet and social media. • A story where an echochamber like Instagram has caused physical and psychological harm to a young person. • Section 230 • UK Online Safety Bill <p><i>Use your own stories.</i></p>