## Curriculum PLCs

Title: Newspapers

By the end of this unit, I will know:

Learners will analyse the **media language** of newspapers, considering how the selection and combination of elements of media language influence and communicate meanings and construct **representations**. Learners will also develop knowledge and understanding of key aspects of **media industries**, including ownership, funding, regulation, production, distribution and technology. In addition, learners will consider relevant aspects of media **audiences**, such as targeting and categorisation, consumption and use, and theoretical perspectives on audiences. Finally, students will also learn about relevant **media contexts**.

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Know the media terminology of newspapers					
Know the key differences between tabloid and					
broadsheet newspapers					
Know how to analyse unseen newspaper front covers					
Understand the construction of representations in both					
set texts					
Understand the target audience for The Sun newspaper					
and website.					
Understand the key industry issues for The Sun					
newspaper, as a case study for the newspaper industry					
Understand the role of political, social and cultural					
contexts in the production of newspapers					

Key Vocabulary I should use in this unit of work:

Broadsheet Tabloid Masthead Standfirst Copy Main image Caption Serif font Sans serif font Layout Text to image ratio Splash Representation Stereotypes Target audience Ownership Funding Regulation Distribution

Uses and gratifications News values