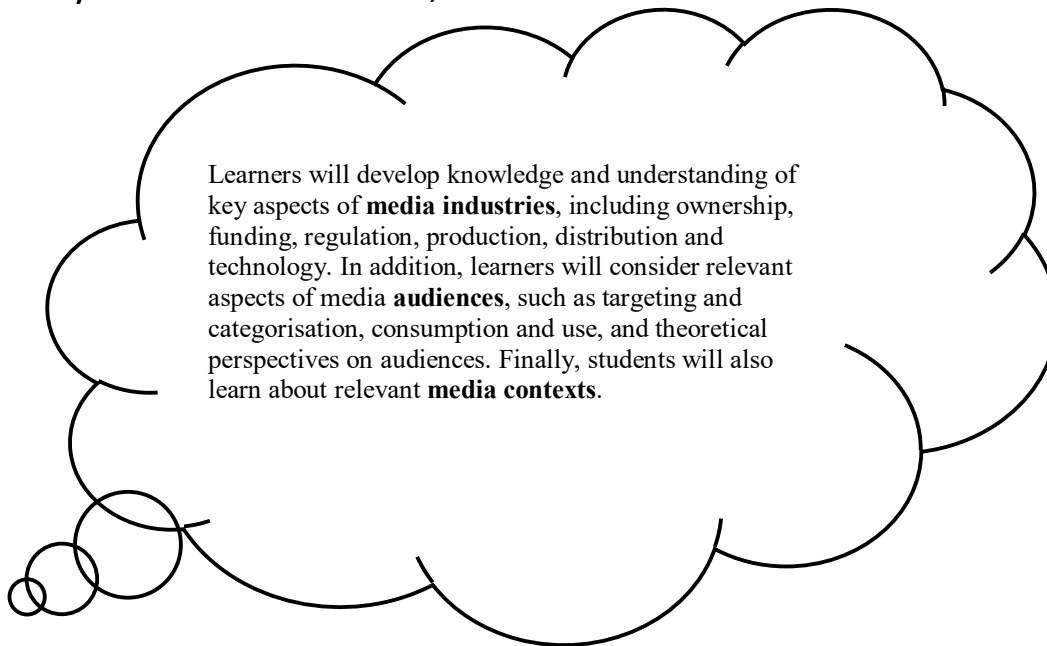


Title: Radio

By the end of this unit, I will know:



Key Vocabulary I should use in this unit of work:

- Banner
- Hyperlink
- Toolbar
- Sidebar
- Thumbnail
- Streaming
- Social media
- Target audience
- Ownership
- Funding
- Regulation
- Distribution
- Convergence

- Public service broadcasting

- Uses and gratifications

	S	O	R	T	😊😊😊
Understand why The Archers is an example of the contemporary radio industry					
Be able to use the website homepage and one other page to explain how technological changes are affecting the radio industry					
Know who regulates the video game industry and how					
Understand the target audience for The Archers and how they are targeted					
Understand the key industry issues for The Archers, as a case study for the radio industry					
Understand the role of historical, political, social and cultural contexts in the production of radio					