



OWNERSHIP

**UNIT 7
JOURNALISM
AND THE
NEWS INDUSTRY**

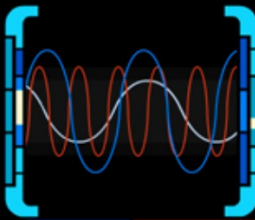
INDUSTRY

NEWS

MOLECULAR SCAN ANALYSIS 62-854735

832547782 325487321 5214388 323
658745214 325487 321548 487 83-8554 38-7481
385487547 32154 8841351 3273612 77823 331 667 • 5466 4456 831
315788548 38888754 588874 2111412233 248174 213 890 • 7675 2321 457 51-2047 34-8748
832154788 322018 385708 7529847398 7732 567 312 • 6789 6777 884
315487587 3587458 385748 328738 78882 334 771 • 0090 9023 318 10-8328 51-2047

SCAN PARAMETERS: 54784747



SYS DIRECTORY

83-258745
88-954875

85-802147 83-587042

ENERGIZE

83-588985 23-545428

MED DIRECTORY

14-478852 83-547741

COMMUNICATIONS

23-801458 85-233584

COMMUNICATIONS

30214578 144 548085 488 85485 878
33218574 584 748 488 548 548
85848545 835 50782 548 3 541
84841544 358 487854 572 35478 587
84878544 524 85485 887 584 854
24372782 283 748548 885 885 850

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DEACTIVATE ONLINE

DATABASE




Learning Objectives

DETAILED SCAN OUTPUT FEED ALPHA

Interpret how a news provider "owns" the news we consume.

GRADING CRITERIA

LO	Pass	Merit	Distinction
	The assessment criteria are the Pass requirements for this unit.	To achieve a Merit the evidence must show that, in addition to the Pass criteria, the candidate is able to:	To achieve a Distinction the evidence must show that, in addition to the pass and merit criteria, the candidate is able to:
1. Understand the news industry	P1*: Explain the media market for different news providers <i>(*Synoptic assessment from Unit 1 Media products and audiences)</i>		
	P2: Explain the media platforms used for news distribution 	M1: Compare and contrast the benefits of using different media platforms	
2. Know the construction and content of news articles	P3: Describe the structure and purpose for different news articles	M2: Analyse the linguistic conventions used within different news articles	
3. Be able to research and plan content for an article	P4*: Research and plan content for an original article <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i>	M3: Reference and record information sourced for use within the article	D1: Justify the choice of sourced information to be referenced within the article
4. Be able to write and edit a news article for an identified purpose	P5: Write an original article for an identified purpose	M4: Explain the mode of address and structure used	D2: Compare and contrast the regulatory implications for the article relevant to the medium in which it is transmitted
	P6: Use sub-editing skills to finalise the article for publication		

STARTER

2347823 348 450848583845 • 3248823 123 0804 • 348758324 234787 089 88234 083
340821 • 2112545 48823 • 2117412233 248174 213 890 • 7675 2321 • 345 2143 • 88895 322 21387 21
34328 • 124635 124 34235678 • 328738 78832 334 771 • 0080 9023 34266 545 7785 • 21358 34267 312 23488 544

How many different companies do you think provide the news to UK? Is variety important?



ONLINE

378-212



VIEW

THE Sun 50p
CAMPING £1
6 DAYS TO GO
● Cinema gun horror
● 12 dead, 59 hurt
● Killer: I'm Joker
BATMAN MADMAN

THE SUNDAY TIMES
TWO FOR ONE MOVIE TICKETS TODAY
MY FILMS HAVE MADE HOW MUCH?
State hands out BMWs to 'disabled' in £500m scandal



News Corp

Learning Objective
Interpret how a news provider "owns" the news we consume.

U7 L01

LCARS 40274

02-854598

THE MIRROR GROUP is one such organisation that owns a lot of news providers.

7232-838

03-975883



04-765466

05-224353

06-578565

Together let's investigate:

- > Company Structure
- > Audience Reach
- > News Subsidiaries it owns to demonstrate the global reach.

What do you think are the pros and cons of having 1 company delivering the news via different methods?

Category: U7 L01

U7 L01 - BLOG TASK 2

LCARS 40274

02-854598

Source two blank world maps. One for MIRROR GROUP and the other for NEWS CORP. 7232-838

03-975883



05-224353

06-578585



U7 L01

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LCARS 40274

02-854598

Does having 1 company deliver the news via several "news feeds" begin to make the news bias?

INCOMING NEWS FEED

03-875883

04-765466

05-224353

06-578565

407

100

742

Check out two newspapers of your choice make one a tabloid and one a broadsheet. (e.g. "The Daily Mirror" / "The Times")

Find the same story in both papers, answer the questions on the next slide.

Learning Objective

Interpret how a news provider "owns" the news we consume.

U7 L01 - BLOG TASK 3

LCARS 40274

02-854598

CREATE A VIDEO

Discuss the answers to the questions below on video.

9886-234

0128-089

1014-819

7232-838

03-975883

04-765466

05-224353

06-578565

PLENARY

- > Compare how the article is presented i.e. Words used, headline used, images used - do they tell the same story in the same way?
 - > Compare what each article trying to make you believe?
 - > Are the stories bias?
- > Examine the same story in paper owned by the same company? Is the bias the same because it is owned by the same company?

You must include the articles themselves in the finished video

Category: U7 L01

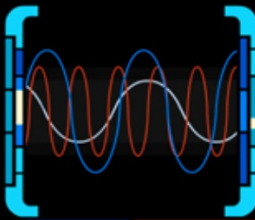
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71-883082
84-752147

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DETAILED SCAN OUTPUT FEED ALPHA

