



Knowledge Checklist: Daily Mirror Close Study Product

	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand what the 'Press' is			
I understand the key terms 'Press freedom', and 'Press intrusion'			
I understand the political ideology of the Daily Mirror			
Media Audiences			
I can describe the target audience of the Daily Mirror and how this compares to The Times			
I can describe and explain how the Daily Mirror provides content appropriate to target audience			
I can describe why the audience reads the Daily Mirror			
I understand that a newspaper audience can be active or passive			
I can explain the different readings of the Daily Mirror			
Media Representation			
I can describe the different groups, issues and events related in the Daily Mirror CSP			
I can explain how the Daily Mirror content in the CSP constructs a deliberate ideological reality			
Media Language			
I understand the difference between a tabloid and broadsheet			
I can describe and explain the key terms for the various components of a tabloid newspaper			
I can compare key aspects of The Daily Mirror with The Times			
I can describe the intended meaning of the images and stories in the Daily Mirror CSP and why they have been presented like this.			
Media Industries			
I can describe the market position of the Daily Mirror			
I can describe and explain the falling circulation of the Daily Mirror over time			
I can discuss who owns the Daily Mirror			
I can explain how the Daily Mirror is responding to the threat from digital news platforms			
I can discuss how newspapers are regulated and discuss whether this is effective enough.			



Knowledge Checklist: The Times Close Study Product

	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand what the 'Press' is			
I understand the key terms 'Press freedom', and 'Press intrusion'			
I understand the political ideology of the The Times			
Media Audiences			
I can describe the target audience of The Times and how this compares to The Daily Mirror			
I can describe and explain how the The Times provides content appropriate to target audience			
I can describe why the audience reads The Times			
I understand that a newspaper audience can be active or passive			
I can explain the different readings of The Times			
Media Representation			
I can describe the different groups, issues and events related to The Time CSP			
I can explain how The Times content in the CSP constructs a deliberate ideological reality			
Media Language			
I understand the difference between a tabloid and broadsheet			
I can describe and explain the key terms for the various components of a broadsheet newspaper			
I can compare key aspects of The Daily Mirror with The Times			
I can describe the intended meaning of the images and stories in The Times CSP and why they have been presented like this.			
Media Industries			
I can describe the market position of The Times			
I can describe and explain the falling circulation of The Times over time and how this compares with The Daily Mirror (and why)			
I can discuss who owns The Times and the nature of a media conglomerate.			
I can explain how The Times is responding to the threat from digital news platforms and the nature of a paywall.			
I can discuss how newspapers are regulated and discuss whether this is effective enough.			