



## Knowledge Checklist: The Times Close Study Product

	At end of unit		
	R	A	G
<b>Historical, Social, Cultural and Political context</b>			
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			
<b>Media Audiences</b>			
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			
<b>Media Representation</b>			
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			
<b>Media Language</b>			
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.			
<b>Media Industries</b>			
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.			