**The media (4.2.7) Paper 2**

| **Specification** | **Content** |
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| The new media and their significance for an understanding of the role of the media in contemporary society | Competing views on the nature and significance of digital media in contemporary society.  **Boyle, Curran and Seaton, Cornford and Robbins**  The growth and diversity of new media; control and use of new media.  **Boyle, Cornford and Robbins, Keen** |
| The relationship between ownership and control of the media | Sociological views, including Marxist and postmodernist pluralist, on the ownership and control of the media.  **The Frankfurt school, Whale, Levene, Baudrillard**  The pattern of ownership.  **Curran, GUMG, Bagdikian**  The extent to which owners, as opposed to other groups, control the content.  **GUMG, Curran, Miliband** |
| The media, globalisation and popular culture | Definitions of culture and the nature, causes and significance of global culture and global media on contemporary society.  **Strinati, Ritzer, Lechner and Boli**  The effects of globalisation on popular culture and the role of the media, including debates about cultural imperialism.  **Flew, Fenton, Storey** |
| The processes of selection and presentation of the content of the news | Sociological views on the social construction of news, including practical, technological, (including the new media), organisational and ideological factors.  **Jones, Galtung and Ruge, Davies**  The influence of audience, advertisers, the new media, media professionals and government on the content of news.  **The Leveson Enquiry, GUMG, Jewkes** |
| Media representations of age, social class, ethnicity, gender, sexuality and disability | The nature, causes, trends and significance of these representations.  **Wayne, Newman, Van Djik, Wolf, Batchelor et al, Barnes**  Changes in the representations of different groups.  **Connell, Hall, McRobbie** |
| The relationship between the media, their content and presentation, and audiences | Different theories concerning the effects of the media on their audience.  **Morley, Klapper, Blumer and McQuail, GUMG**  Methodological issues of researching media effects, including violent content.  **Gauntlett, GUMG, Morrison, Bandura et al** |