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| **Year** | **10 Mark** | **10 Mark** | **20 Mark** |
| **2019** | Outline and explain two ways in which the new media enable people to challenge stereotypical media portrayals of women. [10 marks] | **Item M** *People are increasingly being exposed to violent content in the media. Some sociologists argue that this has an immediate and negative effect on the audience. Other sociologists point to the positive effects of such content on people’s well-being.* Applying material from Item M, analyse two possible effects of the output of the media on their audiences. [10 marks]  | **Item N**  *Sociological research has outlined various ways in which the news is socially constructed. Marxists argue that both the selection and the presentation of news are inevitably biased and reflect the interests of powerful groups.* *However, other sociologists argue that media personnel are professionals and that news-gathering is a fairly objective process.* Applying material from Item N and your knowledge, evaluate the view that both the selection and the presentation of the news are ideologically biased. [20 marks] |
| **2018** | Outline and explain two reasons why the news may portray young people negatively. [10 marks] | **Item M** *The new media are changing the way in which members of society interact with the media and with each other. New media users are no longer passive receivers of information and can be producers as well as consumers of media. However, new media content may not always be valid.* Applying material from Item M, analyse two ways in which the new media may affect the political process. [10 marks] | Item N *The hypodermic syringe model argues that media messages are so powerful that they directly and immediately affect their audiences in various ways. For example, the model argues that exposure to media violence causes real-life violence. However, critics argue that audiences are active rather than passive and are able to reject media messages.* Applying material from Item N and your knowledge, evaluate the view that the media have a direct and immediate effect on their audiences. [20 marks] |
| **2017** | Outline and explain two ways in which the new media may be creating a global popular culture. | **Item M** *There are many different ethnic groups in society today. Many of these are underrepresented in positions of power, but over-represented in powerless groups in society. Some minority ethnic groups have different cultural beliefs, values and practices from those of mainstream society.* The media often portray minority ethnic groups negatively.  Applying material from Item M, analyse two reasons why the media often portray minority ethnic groups negatively. | **Item N** *From a pluralist perspective, the media are an important part of the democratic process, because they give different interest groups the opportunity to put forward their views. Pluralists also argue that the media respond to the needs of the audience.* *However, other sociologists argue that powerful groups are able to control the output of the media so that it reflects their own interests.* Applying material from Item N and your knowledge, evaluate the pluralist view of the ownership and control of the media |
| 2017Specimen 1 | Outline and explain **two** ways in which ownership of the media may affect audiences | **Item A** *What counts as ‘news’ is a social construction. It is largely media professionals who select which stories are to appear in the news. Both in broadcast and print media, a range of factors influence which stories journalists and editors select for inclusion in the news.* Applying material from **Item A**, analyse **two** factors that influence which stories are selected for inclusion in the news. | **Item B** *Sociological studies have found that women appear on television less than men do and play a narrower range of roles. Women presenters are often young, glamorous, white and slim. In fiction, female characters are frequently portrayed as emotional. The media also show women how they should look and how to get a partner.*Applying material from **Item B** and your knowledge, evaluate the view that the media portray women in a stereotypical way. |
| 2017 Specimen 2 | Outline and explain **two** problems involved in studying the possible effects of the media on their audiences. **[10 marks]** | ***Item M*** *Governments may seek to influence or control the output of the media. They do this in a variety of ways. For example, they may pass legislation which places age restrictions on access to various media products. Governments may use censorship to directly influence content and they also hold official briefings and press conferences.* Applying material from **Item M**, analyse **two** reasons why governments seek to influence or control the output of the media.

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 | ***Item N*** *The classic Marxist manipulative model of the mass media argues that media owners exercise direct control over media output. For example, owners have often been accused of interfering directly in both editorial policy and the day-to-day running of their newspapers in order to use them to support their political views*Applying material from **Item N** and your knowledge, evaluate the view that the output of the media serves ruling-class interests. |
| 1 | Outline and explain **two** criticisms that Marxists may make of changes in media ownership and control | Applying material from **Item C (June 2014)**, analyse two reasons why some sociologists argue that media representations of age and social class today are no longer stereotypical | Evaluate the effects of globalisation on the role of the media in society over the past 30 years or so. |
| 2 | Outline and explain **two** arguments put forward by sociologists to support their claim that exposure to media violence does **not** make people violent | Applying material from **Item C (June 2013)**, analyse two factors that affect the selection and presentation of the news. | Evaluate the impact of the growth and increasing **diversity of the new media** on society today |
| 3 | Outline and explain **two** ways in which women working in mass media organisations today are disadvantaged | Applying material from **Item C (Jan 2013)**, analyse two reasons why the mass media represent many groups in stereotypical ways | ‘The mass media do not control their consumers; the consumers control the media.’Evaluate sociological arguments and evidence that support this view of the mass media today |
| 5 | Outline and explain **two** ways in which the mass media may contribute to‘cultural imperialism’ | Applying material from **Item C (Jan 2012)** , analyse two sociological explanations for the representation of gender in the media | Evaluate Marxist theories of the **ownership and control** of the mass media. |
| 6 | Outline and explain **two** ways in which governments seek to influence or control the output of the mass media. | Applying material from **Item C (June 2011)**, analyse two reasons why the selection and presentation of the news ‘is inevitably partial and biased’ | Evaluate the view that the output of the mass media has little direct effect on the **audience** |
| 8 | Outline and explain **two** examples of news values | Applying material from **Item C**, analyse two ways in which the new media have affected the role of the mass media in society today | Evaluate the contribution of **Marxist** theories to our understanding of the organisation and role of the mass media in the world today. |
| 9 | Outline and explain **two** ways in which the news could be said to be “a socialconstruct that is ‘manufactured’.” | Applying material from **Item C**, analyse two reasons why some sociologists argue that media imperialism threatens ‘the cultural identities of many countries’ | Evaluate the **pluralist** view of the ownership and control of the mass media |