## LEARNING JOURNEY

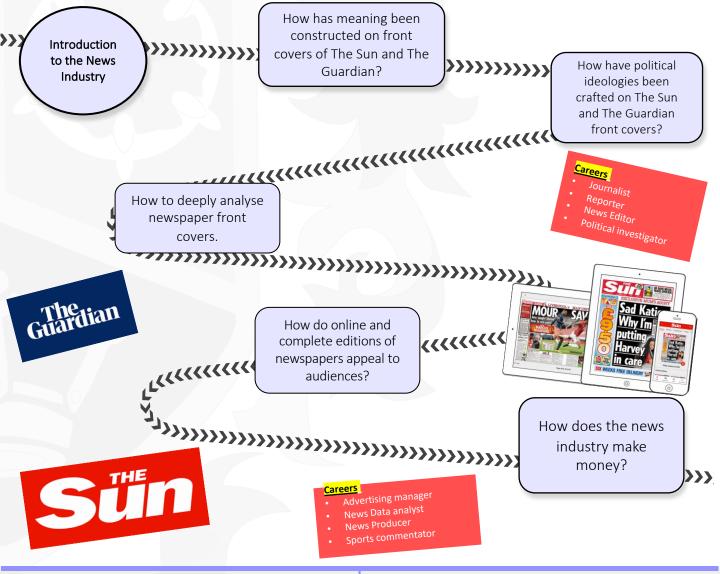
## <u>Media</u>



The News and Newspaper Industry

## Year 10 Spring Half Term 1

Many Media critics have argued that the newspaper industry is "dead". Wrong! In 2020, newspapers made more money from **circulation** than **advertising** for the first time in history, and – thanks to a few "unprecedented" events – **audience figures** consuming the news has doubled. **Consumption** of online news is at an all-time high, and it is HUGE business. We will explore how The Sun (a **tabloid**) and The Guardian (a reformed **broadsheet**) tailors their creation of news to suit **political ideologies**, create messages and **engage audiences**.



**TUDOR HABITS AND VALUES:** In this half term, you will develop your understanding of **democracy** and **respect** as you will encounter discussion of opinions which you may not necessarily agree with or that you may feel passionately about while others do not.

## VOCABULARY:

Ideology, tabloid, broadsheet, circulation, distribution