

# LEARNING JOURNEY

## Media



### 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**.

Introduction to the News Industry

How has meaning been constructed on front covers of The Sun and The Guardian?

How have political ideologies been crafted on The Sun and The Guardian front covers?

How to deeply analyse newspaper front covers.

#### Careers:

- Journalist
- Reporter
- News Editor
- Political investigator

The Guardian

How do online and complete editions of newspapers appeal to audiences?



How does the news industry make money?

#### Careers

- Advertising manager
- News Data analyst
- News Producer
- Sports commentator

THE Sun

**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**