



Knowledge Checklist: Daily Mirror Close Study Product

	At end of unit		
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Historical, Social, Cultural and Political context			
I understand what the 'Press' is			
I understand the key terms 'Press freedom', and 'Press intrusion'			
I understand the political ideology of the Daily Mirror			
Media Audiences			
I can describe the target audience of the Daily Mirror and how this compares to The Times			
I can describe and explain how the Daily Mirror provides content appropriate to target audience			
I can describe why the audience reads the Daily Mirror			
I understand that a newspaper audience can be active or passive			
I can explain the different readings of the Daily Mirror			
Media Representation			
I can describe the different groups, issues and events related in the Daily Mirror CSP			
I can explain how the Daily Mirror content in the CSP constructs a deliberate ideological reality			
Media Language			
I understand the difference between a tabloid and broadsheet			
I can describe and explain the key terms for the various components of a tabloid 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 Daily Mirror CSP and why they have been presented like this.			
Media Industries			
I can describe the market position of the Daily Mirror			
I can describe and explain the falling circulation of the Daily Mirror over time			
I can discuss who owns the Daily Mirror			
I can explain how the Daily Mirror is responding to the threat from digital news platforms			
I can discuss how newspapers are regulated and discuss whether this is effective enough.			