

Mass Media	Topic	Details of homework	Resources
Homework task 1	The mass media, audience and how this may be affected by new technologies.	<ol style="list-style-type: none"> Mass media Students to write down all the types of media they were in contact with yesterday and how the media reached them. Audience Then they estimate how much time they spent with each type of the media and its purpose, e.g. entertainment, information, communication or something else. 	www.bbc.co.uk www.telegraph.co.uk www.open.gov.uk www.guardian.co.uk Sociology Review http://www.philipallan.co.uk/index.htm
Homework task 2	Traditional forms of mass communication.	<ol style="list-style-type: none"> Students to summarise an audience theory and then present it on Powerpoint to the rest of the class. These presentations could be put on YouTube in order to demonstrate new media and its relationship with the audience. 	www.mori.com www.sociology.uk.net http://observer.guardian.co.uk/ www.statistics.gov.uk
Homework task 3	The relationship between the media and its audience.	<ol style="list-style-type: none"> Class discussion on the importance and influence of social networking sites on their lives compared to the lives of other social groups, for example your parents, grandparents 	www.sosig.ac.uk/sociology www.sunday-times.co.uk
Homework task 4	Examples of the new mass media and the significance of the mass media as an agent of socialisation	<ol style="list-style-type: none"> Research activity – use digital recorders to interview friends/parents about the importance of social networking in their lives. Recordings can be used as a basis for a podcast. Students to complete extended piece of writing for homework after class discussion of relevant points. Question: Discuss how far sociologists would agree that the mass media is a more powerful agent of socialisation than the education system. (12 marks) 	www.thetimes.co.uk www.sociology.org.uk http://www.summerhillschool.co.uk/ http://www.feralchildren.com/en/index.php

Homework task 5	To examine the media as a source of power for the individuals and organisations which own and/or control it.	<ol style="list-style-type: none"> 1. Internet research activity – students to investigate the ownership and control of a number of national newspapers. 2. Students are given a copy of a national newspaper all bought on the same day. They need to investigate, using the internet, the ownership and control of their newspaper. In addition, they could consider whether their newspaper shows any political bias and who the target audience might be. This can also involve analysis of the newspapers' websites. 3. Students present their findings to the rest of the class. This can be followed by a wider discussion of newsworthiness and stereotyping 	<p>http://www.esrcsocietytoday.ac.uk/ESRCInfocentre/index.aspx</p> <p>http://www.s-cool.co.uk http://www.tes.co.uk/</p>
Homework task 6	To examine the potential significance for the distribution of power of technological developments, such as the Internet	<ol style="list-style-type: none"> 1. Students, in small groups, are to use a range of social networking media outlets to assess the usefulness of technological developments. A list should be compiled and a brief summary of each network. 2. Students to present a brief report to the remainder of peers. 	<p>http://www.bbc.co.uk/learningzone/</p> <p>http://www.itv.com/ www.bbc.co.uk</p> <p>Sociology Review http://www.philipallan.co.uk/index.htm</p> <p>Understanding Sociology: http://www.halovine.com</p>

Homework task 7	Investigate the ways in which the media may encourage stereotyping, and be able to describe the process of deviancy amplification	<ol style="list-style-type: none"> 1. Students, whilst watching a range of soap operas, are to investigate how different social groups e.g. women, ethnic groups are presented. A brief summary of the character and which social group they belong to should be formed. 2. Students to present a brief report to the remainder of peers. 3. Activity to develop exam technique for extended answers. For example: <i>Discuss how far sociologists would agree that the image of women presented by the mass media tends to be stereotypical rather than realistic. (12 marks)</i> Students to develop two sides to the argument in groups. Whole class discussion of points to consider. Question set as timed assessment of 20 minutes. 	http://www.bbc.co.uk/learningzone/ http://www.itv.com/www.bbc.co.uk Sociology Review http://www.philipallan.co.uk/index.htm
Homework task 8	Debate recent media related issues, such as whether media exposure encourages violence.	<ol style="list-style-type: none"> 1. Does media exposure encourage violence? Students are to look at TV schedules and films currently on release And write a brief summary outlining if the behaviour is encouraged through the media. 2. Students are to watch the opening sequence of a number of news programmes from the same day, from a range of times and news channels. Ask students to compare how the news is presented to them and then discuss why this might be. 	www.bbc.iplayer.co.uk www.itv.iplayer.co.uk www.Ch4.iplayer.co.uk Sociology Review http://www.philipallan.co.uk/index.htm