

S2 Modern Studies Online Learning

Weeks 3 and 4

Who runs the World? Part 2.

Your task is to consider the influence of the **media**. As Modern Studies pupils we investigate the different types of media we can access. We consider how they can influence what we think and how we act and the influence they can have on Governments and politicians.



The media's the most powerful entity on earth.
They have the power to make the innocent guilty
and to make the guilty innocent, and that's power.
Because they control the minds of the masses.

(Malcolm X)

S2 Modern Studies Online Learning Weeks 3 and 4



There are 4 tasks – A, B, C and D. You can choose which task you want to complete or do more than one if you wish.



Email completed work to grp-famodernstudies@glowschools.org.uk by Friday 12th June 2020.



You can present your work as a word document, PowerPoint, photograph, video or audio file. Whatever way works best for you.

Types and role of the Media

Print Media

Newspapers and magazines

Broadcast Media

Television and radio

Social Media

Facebook, Twitter, Instagram and many others.

The media can **educate**, **inform**, **entertain** and **persuade**.



Media Consumption

Some studies show that, on average, people in the UK use the media for almost **9 hours** every day.

This includes:

- 210 minutes watching TV, films and video clips online
- 90 minutes listening to the radio
- 80 minutes sending texts and emails
- 35 minutes searching the Internet
- 30 minutes reading newspapers and magazines.



How does your use of the media compare to this?



Task A – What is the media?

Research how the media is used in Scotland and Britain. You may look to find out:

- What are the most common types of media used?
- Is some media more popular with certain groups – for example age or social class.
- How might the media influence the way somebody thinks or acts?
- Can we trust the media?
- Is fake news a problem?
- How does the media in Scotland and the UK compare with another country, for example the USA?

Social class: Wealthier and poorer groups in society.



A week in the media

- Keep a record of how long you spend using each form of media for each day of the week.
- Record the time in hours and minutes for each day.
- At the end of the week, add up the totals at the bottom of each column to illustrate how much time you spend using each form of media each week.

Task B – Complete a diary recording your media usage. How does it compare to slide 4?

Day	TV Radio	Newspapers Magazines	Social Media	Other
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				
Weekly Total				

Task C – Conduct your own research on media influence



To help us understand how different people engage with the media during lockdown, you are going to conduct an interview. It would be good to pick someone who will have a different experience from you. Someone who is older or maybe lives somewhere else.

Step 1 - Identify who you want to interview **Step 2** - Decide how you are going to contact them (Zoom, Google Hangouts, etc) **Step 3** - Create your questions list (use the starter below) **Step 4** - Arrange and conduct your interview and record in the answers.

Use the **questions** listed below to get you started.

1. Which type of media do you get your information from?
2. Do you trust this information and why?
3. Have you any experience of a fake news story or suspected fake news story?

Task D – Media bias



Emily Maitlis: I asked for night off from BBC's Newsnight



Emily Maitlis replaced for Newsnight episode after Cummings remarks

On the 27th May it was reported that BBC presenter Emily Maitlis was removed from presenting Newsnight because of her comments towards the Government and Dominic Cummings. Later, Emily Maitlis reported that she requested the night off.

Do you think the comments were biased or fair?

<https://www.youtube.com/watch?v=wseF6im7Rlo>

Different types of media have different rules about how biased they are allowed to be. Bias means reporting things in a way that is favourable to one side of the story. Newspapers and social media are allowed to be biased but must still tell the truth and stick to the facts. TV is different, and the BBC in particular must be impartial as it is funded by us all.

For this task research a story that has been reported differently and explain where you can see bias.



Newspapers are allowed to be biased. Look at these three different views on the 2019 General Election.

S2 Modern Studies Online Learning Weeks 3 and 4



There are 4 tasks – A, B, C and D. You can choose which task you want to complete or do more than one if you wish.



Email completed work to grp-famodernstudies@glowschools.org.uk by Friday 12th June 2020.



This can be a word document, PowerPoint, photograph, video or audio file. Present your work and your findings in whatever way works best for you.



S2 Modern Studies

You have not looked at Modern Studies yet but will in S2 – this will be in your Geography and History classes. You will be able to pick this for S3 and beyond.



What is Modern Studies?

Political

Studying political systems and power. For example Brexit, indyref, the power of individuals, private companies, the media and Government.

How can we change the world or place we live?

Social

Studying how society is organised. For example looking at rights and responsibilities and crime and punishment. You will also look at inequality, poverty and the treatment of different groups.

International

Studying world powers and world issues. For example comparing the USA, Russia and China to the UK. Looking at global issues – their causes, consequences and how we respond to them. For example, underdevelopment in Africa or international terrorism.

