Evaluate the usefulness of one of the following in understanding audiences for online newspapers such as The Guardian and The Daily Mail:

**EITHER**

* Gerbner’s cultivation theory

OR

* Stanley Cohen’s ‘moral panics’ theory.

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| --- | --- | --- |
| *Section* | *Content* | *Word Count* |
| Introduction | **Introduction**  Introduce the main argument of the theory  State the date/main stories of the set texts  Brief suggestion of how far the theory is useful to understanding the set texts (Guardian/Daily Mail). | 100 |
| 1 | Discuss one aspect of the theory  Apply the aspect to one of the set texts using specific examples and key terms | 250 |
| 2 | Discuss another aspect of the theory  Apply the aspect to the second set text using specific examples and key terms (applying the theory can be both how it fits or does not (limitations)). | 250 |
| 3 | Final discussion of an aspect of the theory  Apply the final aspect to both or one of the set texts using specific examples and key terms) | 250 |
| conclusion | Draw together all key points made and give your opinion on how far the theory applies to the set texts. | 40 |

Plan the evidence you are going to use using the grid below (bring evidence from both sources)

|  |  |
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| **Composition – Layout & Design** | **Content – information – headlines - language** |
| **Images – iconography – mise-en-scene - cinematography** | **Representations and audience positioning** |