

<p>Understand the role the mass media play in socialising individuals into their:</p> <ul style="list-style-type: none"> • Norms • Values • Political identities • Social identities • Views 								
<p>Be able to explain how the people who own and control the media can use it as a source of power over society and individuals, especially through:</p> <ul style="list-style-type: none"> • Agenda setting • Creating and presenting positive images of particular groups and organisations • Creating and presenting negative images of particular groups and organisations 								
<p>Be able to explore a range of such groups, for example:</p> <ul style="list-style-type: none"> • Environmentalists • Animal rights activists • Lone parents 								
<p>Understand how technological development, like the invention of the internet, has changed the patterns of who has power in society</p>								
<p>Explain, with examples, how the media might encourage stereotyping</p>								
<p>Understand the meaning of deviancy amplification, and be able to explain the process, using particular examples</p>								
<p>Be aware of current issues relating to the media, for example whether being exposed to media can lead to people being violent</p>								