

Skills being assessed in this unit:

- Knowledge



Literary skill focus:
Oracy/ Explanation

Key words:

- Fake news
- Tabloid
- Broadsheet
- Responsibility
- Influence
- Criminalise
- Analyse

Further reading/watching

Media influence:

<https://www.youtube.com/watch?v=V8AOJi5CI9I>

What is fake news:

<https://www.webwise.ie/teachers/what-is-fake-news/>

Influence of the media on young people:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792691/>



Year 8 Spring 1: What's the role of media in society?

Mass media Influence

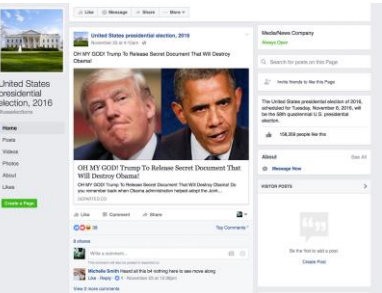
In the last 50 years media influence has grown in line with the advance of technology - first there was the telegraph, then radio, the newspaper, magazine, television and now the internet. We live in a society that depends on information and communication to keep us informed about the issues we relate to, for example, work, entertainment, health care and education.

In life, most of our decisions, beliefs and values are based on what we know for a fact from our own experience. However, on a daily basis, we rely on the media to get the current news and facts about what is happening in the world. We put our trust in the media to give us news, entertainment and education. However the influence of mass media is so great that we need to understand how it works and consider each item of news so that we form our own opinion.

How mass media influence works

Of all the media distributions channels, the most influential has been the television. We are constantly exposed to thousands of images on a daily basis. Years ago there was more diversity in companies, but they have merged into huge industries that have the power to shape public opinion.

The media makes billions of pounds by selling advertising. We buy what we are told is good, after seeing thousands of advertisements. We make our buying decisions based on what we saw on TV, in newspapers and magazines. We trust the product based on what other people know we are buying. However, their decision is often based on media exposure. The media uses celebrities to persuade teenagers and children what is acceptable in terms of fashion, sports equipment, soft drinks, perfumes etc.



HOW TO SPOT FAKE NEWS

CONSIDER THE SOURCE
Click away from the story to investigate the site, its mission and its contact info.

READ BEYOND
Headlines can be outrageous in an effort to get clicks. What's the whole story?

CHECK THE AUTHOR
Do a quick search on the author. Are they credible? Are they real?

SUPPORTING SOURCES?
Click on those links. Determine if the info given actually supports the story.

CHECK THE DATE
Reposting old news stories doesn't mean they're relevant to current events.

IS IT A JOKE?
If it is too outlandish, it might be satire. Research the site and author to be sure.

CHECK YOUR BIASES
Consider if your own beliefs could affect your judgement.

ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site.



Who controls the media?

Massive corporations dominate the U.S. and global media landscape. Through a history of mergers and acquisitions, these companies have concentrated their control over what we see, hear and read. In many cases, these companies control everything from initial production to final distribution. Suppose these companies had an agenda (other than to make money) - what if some of the owners had very right wing or racist views? What if they were climate change deniers? As we have seen before, printed media have traditional political alliances and as the media companies merge to become more powerful - they have huge influence over what people think.

