6.1 The Media: Ownership, Control and the Pluralist versus Marxist Debate: 10-minute Pack

AQA 7192 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. For the longer questions write full sentences where asked. Time guidance: 10 minutes.

1 Describe two ways digital platforms can change patterns of ownership and control in the media landscape.

(Total for Question 1 is 4 marks)

2 Identify and explain two ways owners can influence media content without direct editorial orders.

(Total for Question 2 is 4 marks)

© Revision Library | revisionlibrary.co.uk

Mark scheme · 6.1 The Media: Ownership, Control and the Pluralist versus Marxist Debate: 10-minute Pack

Question 1

identifies one way, e.g. platforms enable new global tech companies to own distribution channels	**B1**
development, e.g. this can shift power from traditional broadcasters to platform owners	**B1**
identifies a second way, e.g. platforms allow user generated content which can decentralise content production	**B1**
development, e.g. but platform algorithms and monetisation policies still influence what content succeeds	**B1**

Answer: Digital platforms allow global tech companies to own major distribution channels, shifting power from traditional broadcasters, and enable user generated content which decentralises production, although algorithms and monetisation still shape what gets attention.

Question 2

identifies a way, e.g. control of budgets and resource allocation	**B1**
explains linking to content, e.g. limited budgets reduce investigative reporting and favour cheaper entertainment	**B1**
identifies a second way, e.g. appointment of editors and senior managers	**B1**
explains linking to content, e.g. hiring managers who share owner values shapes editorial priorities without explicit orders	**B1**

Answer: Owners can influence content by controlling budgets and resources, which limits investigative journalism and favours cheaper entertainment, and by appointing editors and managers who share owner values, shaping editorial priorities without explicit orders.

© Revision Library | revisionlibrary.co.uk