



A Level

Drama

Newspapers, Component 1: Theorists

Stuart Hall

Reception theory

Readers of the *Daily Mirror* and *The Times* may respond differently, with responses that may be affected by social, cultural and political factors.

Representation theory

Representation is constructed through signs, for example clothing, expressions and technical codes.

Stereotyping transmits message quickly. It occurs where there are inequalities of power and is used in newspapers as stereotypes are easily recognised, reflect social attitudes and influence audiences.

Clay Shirky

'End of audience'

The relationship between the newspapers and their readers has changed. Newspapers provide a range of opportunities for their audience to interact and 'speak back'.

Curran and Seaton

Power and Media Industries

The newspaper industry is controlled by a small number of powerful companies. Diverse patterns of ownership, for example at *The Times*, allow for more adventurous production, such as digital expansion.

Barthes

Semiotics

How signs and codes communicate meanings. The producers of newspapers encode meanings that the readers then decode. Constructions appear natural and are accepted.

Hesmondhalgh

Cultural industries [A Level only]

Newspaper organisations minimise risk through vertical and horizontal integration. Newspapers have challenged the idea of digital media as a threat and have embraced digital expansion.

Livingstone and Lunt

Regulation [A Level only]

The challenges of regulating the newspaper industry in the contemporary media landscape.

Levi-Strauss

Structuralism [A Level only]

Binary oppositions are used on newspaper front pages to construct meaning through images and language.