EDUQAS WJEC A LEVEL KNOWLEDGE ORGANISER
Media in the Online Age **Option 2**
Component 2 Section C

Framework:
Language, Representation
Industries, Audiences

Contexts:
Social, Political,
Cultural, Historical

How to use: Use this Knowledge Organiser to compare and contrast these online products. Highlight the similarities and differences.

Zoella

Attitude

LANGUAGE	SIMILARITIES	LANGUAGE
REPRESENTATIONS	SIMILARITIES	REPRESENTATIONS
INDUSTRIES	SIMILARITIES	INDUSTRIES
AUDIENCE	SIMILARITIES	AUDIENCE

KEY TERMS

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SOCIAL	SIMILARITIES	SOCIAL

ECONOMIC	SIMILARITIES	ECONOMIC

POLITICAL	SIMILARITIES	POLITICAL

CULTURAL	SIMILARITIES	CULTURAL

THEORISTS