



OCR GCSE KNOWLEDGE ORGANISER

In-Depth: Online, social & participatory media

Component 2 Section B

Theoretical Framework:

Language, Representation, Industries, Audience

Contexts: Social, Cultural, Political

The Observer/Guardian website and social media



THE OBSERVER/GUARDIAN
WEBSITE

How to use: Use this Knowledge Organiser to identify the similarities between the newspaper website and social media.

THE OBSERVER/GUARDIAN
SOCIAL MEDIA

LANGUAGE	SIMILARITIES	LANGUAGE
REPRESENTATION	SIMILARITIES	REPRESENTATION
INDUSTRIES	SIMILARITIES	INDUSTRIES
AUDIENCE	SIMILARITIES	AUDIENCE
KEY TERMS		



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SOCIAL MEDIA

SOCIAL	<div style="border: 1px solid black; border-radius: 50%; width: 150px; height: 150px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> SIMILARITIES </div>	SOCIAL
CULTURAL	<div style="border: 1px solid black; border-radius: 50%; width: 150px; height: 150px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> SIMILARITIES </div>	CULTURAL
POLITICAL	<div style="border: 1px solid black; border-radius: 50%; width: 150px; height: 150px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> SIMILARITIES </div>	POLITICAL
<div style="border: 1px solid black; height: 50px; margin: 0 auto; width: 100%;"> THEORISTS </div>		