 Section B: Question 3​

* 1. Briefly explain what is meant by distribution.​ (1 mark)
  2. How have recent technological changes had an impact on the production and distribution of newspapers?​ (8 marks)
  3. What is a media conglomerate?​ (1 mark)

*In question 3 d), you will be rewarded for drawing together knowledge and understanding from across the full course of study, including different areas of the theoretical framework.*​

* 1. Explain how ownership shapes media products. Refer to The Daily Mirror to support your points.​ (15 marks)

Question 4:​

a) Explain how audiences can be specifically targeted and positioned across different platforms. Refer to The Times to support your points.​ (10 marks)

b) How can newspapers continue to be relevant to audiences in a digital age. Refer to either the Times or The Daily Mirror to support your points.​ (10 marks)