

Citizenship

**Practising what we have learnt.**

**How would I respond to an exam question  
about the media?**

**Lesson 1 of 6**

Mrs Blachford



**Task 1** – Decide whether these statements show that the media is **effective** or **not effective** at keeping UK citizens well informed about politics.

<p>The media plays a key role in holding those in power to account. For example, in 2009 the Daily Telegraph investigated “MPs’ expenses claim”.</p>	<p>Newspapers are free from political interference in the UK and so the ‘freedom of the press’ means it can be effective in keeping UK citizens well informed.</p>
<p>Due the increasing amount of misinformation the media is no longer trusted by the public. This means citizens are seeking their information elsewhere.</p>	<p>Newspapers, in particular, no longer have the resources to carry out effectively their role of keeping UK citizens well informed</p>
<p>Newspapers are politically biased anyway and this affects the way they report information to citizens.</p>	<p>The media have the right to report on issues of public interest, this is used to ensure citizens have accurate information about political matters.</p>



# Essay structure reminders

## Introduction

- Set the scene
- 'For' viewpoint
- 'Against' viewpoint

## Arguments for/against

- Point
- Evidence
- Explain

## Conclusion

- Opening statement
- Evaluate
- Decide



# Essay sentence starters

## Opposition – ‘but’

- However
- Instead
- Although
- In contrast
- Whereas
- Nevertheless
- On the other hand
- Some people do not believe

## Reinforcing – ‘and’

- Furthermore
- In addition
- Also
- Besides
- Moreover
- One reason is
- A further point is
- Many people believe that

## Explaining – ‘so’

- For example
- For instance
- In other words
- In turn
- First of all
- Finally
- In conclusion
- It is clear that

