

# PSHCE Knowledge Organiser - Y10 Autumn 2



## Section 1 - Sources of news & who we trust

<p>Print/ Website</p>	
<p>TV</p>	
<p>Social Media</p>	

## Section 2 - Media Bias

### What does *left* mean?

In politics, *left* refers to people who have liberal views. That generally means they support progressive reforms seeking greater social and economic equality.

The *far left* is often used for what is considered more extreme, revolutionary views, such as communism and socialism.

### What does *right* mean?

The word *right*, in contrast, refers to people who have conservative views. That generally means they prefer to preserve the way things are or they want to restore traditional ideals and limit change.

The *far right* is often used for more extreme, nationalistic viewpoints, including fascism.

## Section 3 - Advertising on Social Media

**Media Advertising:** This refers to the use of various media platforms such as television, radio, print (newspapers, magazines), online platforms (websites, social media), billboards, etc., to promote or advertise products, services, or ideas.

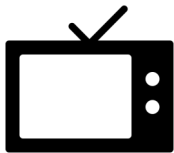
**Advertisement (Ad):** A paid promotional message designed to inform, persuade, or influence people to take a particular action, such as buying a product, using a service, or adopting an idea.

**Brand:** A unique symbol, name, design, or combination thereof that distinguishes a product, service, or company from others in the market.

**Target Audience:** The specific group of people that an advertisement is intended to reach and influence.

**Product Placement:** The practice of featuring branded products or services within TV shows, movies, or other media content as a form of advertising.

**Endorsement:** When a celebrity, influencer, or public figure publicly supports or recommends a product or service in an advertisement.





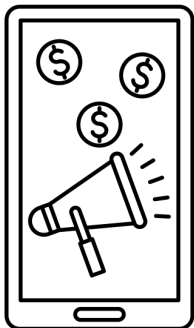
## Section 4 - Targeted Advertising

### Key Words:

**Interest-based adverts** - tailored advertising based on a user's data profile determined by the user's online behaviour. These are also known as personalised adverts.

**Data profile** - information that is learnt from a user's online activity. It usually places the person in general categories such as age, gender and interests.

**Cookies** - a small file downloaded to your computer. It allows a website to recognise a user and does not require personal information.



## Section 5 - Citizenship

**Citizenship:** The status of being a member of a particular country, with associated rights, responsibilities, and duties.

**Naturalisation:** The legal process through which a foreign national becomes a citizen of a country where they were not born. This process involves fulfilling specific criteria set by the country.

**Immigrant:** A person who comes to live permanently in a foreign country.

**Citizenship Test:** An examination assessing an individual's knowledge of the country's history, culture, institutions, and values as part of the naturalization process.

**Asylum Seeker:** An individual who has fled their home country and is seeking protection in another country due to fear of persecution or harm.

**Refugee:** A person who has been forced to leave their home country due to war, persecution, or violence and has been granted asylum in another country.

