

Hesmondhalgh: worksheet

analyse it:
question
prompts
available
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14.4 apply it: assessing the true impact of digital innovation on your set texts

Hesmondhalgh argument	To which set texts can these cyber-dystopian arguments be applied?	Why are these arguments relevant? In what ways do texts prompt passive viewing? Which major media producers manufacture them? In what ways does web commercialisation effect product content?
Digital products engage passive viewing responses		
Digital products are made by a relatively small number of providers		
The web is now commercialised		

Exemplar available
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