

### How socially diverse is Britain?



Presentation by **Duncan Bunce**

Edited by Dr Peter Jepson

Read & Précis: Chapter 1, Issue 2, pages 21-49

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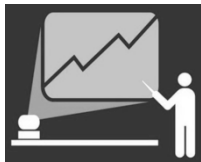
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### Welcome

- Ensure mobile phones are off
- No eating in the classroom
- You should take notes/annotate your Pdf print file



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### Topic Aims

- How much change and continuity is there in **migration patterns**?
- How far is Britain a **multicultural** society?
- What is **stereotyping**?



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### Migration

- **Migration** refers to the movement of people.
- **Emigration** occurs when people move across national borders away from their original country.
- What does **immigration** refer to?
- Why might somebody **wish** to migrate?

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### UK Migration

- During WWII, many people from abroad who had helped fight Nazism were allowed to settle in the UK.
- After 1945 there were labour shortages due to the war. People from the Caribbean came to work (health service, London transport).
- Indian independence (1949) led to many Indians settling in the UK.
- A shortage of nurses in the NHS had led to the Government seeking more nurses from abroad.

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### UK Migration

- How does the **current** UK immigration system work?
- How do employers benefit from migrant workers?
- How does the Home Office **challenge** the view that immigration is causing a loss to our economy?

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## UK Migration

- Ethnic diversity is high in London, our largest capital city.
- 45% of non-white people in the UK live in London.
- Why might it be an attractive place to live?



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## Social diversity

- Students to break into **two groups** to present different models of ethnic integration to the class:
  - **Assimilation into one identity**
  - **Multiculturalism**



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## Stereotyping

- A stereotype is a generalised impression of a member of society. It emphasises a certain element of a person's identity.
- What is labelling? Can it be positive or negative?
- Undertake **Activity 1** on page 50.



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### Role of the mass media

- Mass media are organisations communicating to large (or mass) audiences.
- Examples: Radio, TV, cinema, newspapers and the internet.
- The media does influence us – we should question content.




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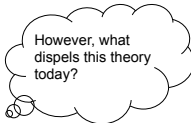
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### Models of media ownership

- Marxist, Manipulative Model



- This model suggests we receive messages and believe them. The media works as a **tool** to control citizens to shock, spread fear and suspicion.
- Works to encourage conformity – work hard, obey your superiors etc.

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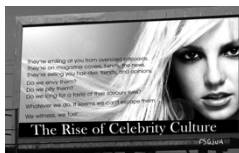
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### Models of media ownership

- Cultural Dominance of Media Industry



- This model suggests the media cover not what society as a whole want but what the industry feels is important.
- We are influenced by **the** values and norms of professionals. **How would you describe them?**

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**Models of media ownership**

- Pluralist Model



- This model suggests we **choose** what we want to consume from the media. Content is led by **public demand**.
- Stereotyping in media content exist because of the public.

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**Just to remind you...**

- For the Unit 1 exam, you should be able to **know, understand and discuss**:

- Migration, immigration.
- Stereotypes, labelling.
- Role of the mass media (models of media influence).

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