

Prior Learning

Introduction to the 4 key concepts of Media: LIAR (language, industry, audience, representation)

End of topic test - baseline



LEARNING JOURNEY Year 10 Media Studies Autumn Term 1

Ad Astra

AO1 2a and 2b demonstrate knowledge and understanding of contexts of media and their influence on media products and processes

We will be learning about... Advertising and Marketing

Print advertising – study of print-based adverts NHS 111, Quality Street
How they are constructed
How media language is used to communicate meaning
How different representations are constructed
What social/historical/cultural and political context is relevant to enhance our understanding of the texts

British Values: DR TIM

Democracy – making informed decisions
Rule of Law – understand the rules and regulations in advertising
Tolerance – cultural, historical, social contexts of texts
Individual Liberty – interpret, freedom of expression and creativity
Mutual Respect – representations of gender



We will develop our learning each week by focusing on:

Skills/AOs

RAG Rate

Week 1 Key Learning

Retrieval knowledge: SWAT codes, conventions, connotations
Knowledge: analyse how NHS 111 advert is constructed (SWAT codes), understand how and why the advertising campaign was produced and for what purpose. Analyse how NHS 111 advert is constructed through narrative and character (Propp and Todorov theories). analysis of NHS 111 website. Explore context and key principles linked to NHS 111. Explore different representations of people in NHS 111 advert Understand the difference between commercial and public service advertising.

AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes
AO2 1a and 1b Analyse media products using LIAR to make judgements and draw conclusions

Week 2 Key Learning

Retrieval knowledge: KIW questions on NHS 111 advert (SWAT analysis and representation)
Knowledge/skills: Comparing images of Quality Street through time explore the social/historical and cultural context of Quality Street. Explore different QS posters from 1950s for similarities and differences. analysis of media language to create meaning in Quality Street advert. Explore Mulvey's Male Gaze theory and consider representations of gender in QS advert. Practice exam question/response

Assessment – Paper 1 question 1 Media Language (SWAT) 15 marks

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AO2 1a and 1b Analyse media products using LIAR to make judgements and draw conclusions

Week 3 Key Learning

Retrieval knowledge: representation concept KIW questions on print adverts
Knowledge/skills: analyse and evaluate how the print adverts construct representations of gender (men, women), ethnicity

AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes
AO2 1a and 1b Analyse media products using LIAR to make judgements and draw conclusions

Week 4 Key Learning

Retrieval knowledge: Contexts – different types and how they influence the media forms
Knowledge/skills: Analyse 'The Man With The Golden Gun' film poster CTG on Media Language assessment Q1 from week 2

AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes
AO2 1a and 1b Analyse media products using LIAR to make judgements and draw conclusions

Week 5 Key Learning

Retrieval Knowledge: KIW questions on narrative and media language
Knowledge/skills: Analyse 'No Time To Die' Film Poster analyse and evaluate how representations are constructed (gender, men, women, ethnicity)

AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes
AO2 1a and 1b Analyse media products using LIAR to make judgements and draw conclusions

Week 6 Key Learning

Retrieval knowledge: compare film posters for meaning – how contexts influence the media form

Knowledge/skills: study the 007 website for audiences and industry factors such as regulation, marketing to target audience.

Awe and Wonder: Creative task to create own print advert/film poster using Photoshop.

AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes

AO2 1a and 1b Analyse media products using LIAR to make judgements and draw conclusions

Key Vocabulary

Conventions – typical features of a text we expect to see.

Stereotypes – exaggerated representation of someone/something.

Anchorage – words associated with an image that give it meaning.

Typography – font style, appearance, structure of text.

Connotation – implied or suggested meaning.

Representation – way in which someone or something is presented in the media (usually positive or negative).

Iconography – props, costume, objects and background associated with a genre.

Mulvey's Male Gaze theory – feminist theory where viewers are positioned to see from heterosexual male viewpoint

Alvarado's theory of ethnicity – ethnic minority characters are seen in stereotypical ways (comic, mystery, side kick to villain ...)

Layout and design/composition – the way the text has been constructed or formatted including rule of thirds, Z line layout

Future Learning (including real – life)

Revisit: LIAR introduction unit, mocks, final GCSE exams, become media savvy individuals able to critique the media and the way it influences our lives. Make links to A Level Media Studies

Homework

Homework will be set once a fortnight by the teacher. Details of individual homework can be found on synergy and students will have printed copies.

Encourage your child to review their media theory regularly at home as well as complete homework thoroughly. Students can find useful support on BBC Bitesize and by completing Seneca tasks to review and recall topics covered in lessons.

[GCSE Media Studies - BBC Bitesize](#)

Career Links:

- ✓ YouTuber / content creator
- ✓ Video editor
- ✓ Camera operator
- ✓ TV or film production assistant
- ✓ Journalist
- ✓ Blogger
- ✓ Editor
- ✓ Reporter