

Prior Learning

None as this is the first unit in the course. However, you will have studied non-fiction texts as part of English Language at KS3 so you will have some prior knowledge of text types and their typical features (conventions/codes)



LEARNING JOURNEY Year 10 Media Studies Autumn Term 1A

Ad Astra

We will be learning about... In the introductory unit to GCSE Media Studies, you will learn: - the 4 key concepts of Media Studies (LIAR) - analyse them by studying a range of different media texts. - how media producers communicate meaning to their audiences through media language (SWAT codes).	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: an introduction to 4 media key concepts (LIAR) and applying them to different media texts.	Skills/AOs	RAG Rate G = I feel confident
Week 1 Key Learning - media language and representation Retrieval knowledge: What do we mean/understand by the term ‘media’ from prior experiences? Knowledge: What key terms mean: media language, SWAT codes, conventions ... representation Skills: understand the different type of SWAT codes and what they mean. Analyse technical codes in a music video. Understand and apply the 4 key concepts of media, the different type of SWAT codes and what they mean. Analyse different forms of representation and how they are constructed in print media forms (newspaper front pages, magazine covers) and in audio visual media (TV)	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	Language Representation
Week 2 Key Learning - audiences and industry Retrieval knowledge: what is SWAT an acronym for? What does LIAR stand for and what is it? Knowledge: what key terms mean: audiences, ideology and production, industry, LIAR assessment Skills: Understand what production is How audiences can be categorised and how we respond differently to media products Explore differences between traditional and new forms of media Study BBC mission statement and understand ideology Assessment: baseline assessment of LIAR and SWAT codes Knowledge/skills: CTG work on any concepts not yet understood before moving onto next unit	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	Audiences Industry
Key Vocabulary and definitions to learn:		
LIAR – Media Language, Industry, Audience, Representation) SWAT – codes used to communicate meaning through a text (symbolic/visual, written, audio, technical) Conventions –typical features of a text/accepted way in which texts are organised Codes – a system of signs used to create meaning Denotation – obvious surface meaning of something Connotation – the implied meaning of something Analyse – to work out how and/or why something is done/used Producer - the creator of a text Ideology – a producer’s ideas which they want to share with audiences Audience – the intended viewer/listener/player of a text Representation – the way in which a text		

Future Learning (including real – life)

This unit of work will support you with: mini assessments, mocks, final GCSE exams. It will also prepare you for future studies A Level Media Studies: exploring a range of media texts (newspapers, magazines, video games, music artists) and enable you to become media savvy individuals able to critique the media and the way it influences our lives.

Homework

Homework will be set once a fortnight. Details of individual homework can be found on synergy and students will have printed copies. The first half term's homework is a booklet consisting of activities aimed to introduce students to media terminology and review their consumption of a range of media products.

[GCSE Media Studies - BBC Bitesize](#)

Career Links:

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