Prior Learning	
Intro to 4 Key concepts: LIAR - media language, representation, audiences, industry	Advertising- Quality Street, This Girl Can print advertisements Film marketing – No Time to Die and The Man with the Golden Gun film posters.

LEARNING JOURNEY Year 10 Media Studies Spring Term - NFO

Ad Astra

We will be learning about…	Vogue Magazine GQ Magazine Unseen texts
Magazines as a media form. 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	

We will develop our learning each week by focusing on	RAG Rate
Analyse and compare how media products construct and communicate meanings and generate intended interpretations and responses (SWAT codes) Use relevant theories or theoretical perspectives and relevant subject-specific terminology appropriately. **Male Gaze, Alvarado's theory of ethnicity** Respond through extended discursive writing responses to show knowledge and understanding of media issues. Construct and develop a sustained line of reasoning which is coherent, relevant, substantiated, and logically structured in an extended response.	
Week 1-2 Key Learning <u>Retrieval knowledge:</u> SWAT codes, conventions, connotations – DNA and homework will focus on Advertisements as well as magazines <u>Knowledge:</u> introduction to magazines: what is a magazine? What key terms are used associated with magazines? What are the different types of magazines and what are their purposes?	
Week 3-4 Key Learning <u>Retrieval knowledge:</u> SWAT codes, conventions, connotations – DNA and homework will focus on Advertisements as well as magazines <u>Knowledge:</u> Context of Vogue magazine Analysis of Vogue magazine – analysing media language through main image (pose, gesture, clothing, hair), cover lines, masthead	
Week 4-5 Key Learning <u>Retrieval knowledge:</u> SWAT codes, conventions, connotations – DNA and homework will focus on Advertisements as well as magazines <u>Knowledge:</u> explore and analyse representations of women constructed in Pride magazine Assessment: Explore how the magazine cover for Vogue uses visual codes/images and language to create meanings [15 marks]	
Week 6-7 Key Learning <u>Retrieval knowledge:</u> SWAT codes, conventions, connotations – DNA and homework will focus on Advertisements as well as magazines <u>Knowledge:</u> GQ magazine context and media language analysis of main image (pose, gesture, camera shot, clothing, hair) cover lines, masthead	
Week 8-9 Key Learning <u>Retrieval knowledge:</u> SWAT codes, conventions, connotations – DNA and homework will focus on Advertisements as well as magazines <u>Knowledge:</u> explore and analyse representations of men constructed in GQ magazine	
Week 10-11 Key Learning <u>Retrieval knowledge:</u> SWAT codes, conventions, connotations – DNA and homework will focus on Advertisements as well as magazines <u>Knowledge:</u> comparison practice using set text and unseen text Assessment: Compare the representation of gender in set text and unseen text and an unseen text [25]	
Homework **Fortnightly assessed through worksheets, Seneca and e-revision tasks.**	

Key Vocabulary				
Conventions – the key things we expect to see on a media text	**SWAT codes** – Symbolic/visual Written Audio technical	**Representations** – ways groups/individuals, events, issues are presented	**Stereotypes** – an over simplified idea about an individual or group	**Compare** What are the similarities and differences between two texts?

Future Learning (including real – life)
Revisit: mini assessments, mocks, final GCSE exams, be media savvy individuals able to critique the media and the way it influences our lives.