



## How does this unit link to prior learning?

So far in Year 10 you have been introduced to the key concepts: LIAR. You will revisit and focus on the key concepts of industries and audiences in this unit.

## What will you be learning about? Video Games

You will learn all about the **video games industry** and how it targets audiences through the study of 'Fortnite' your set text. You will analyse the website and trailer for **Fortnite: Battle Royale**.

## We will develop our learning each week by focusing on:

<p><b>1.</b> <u>Retrieval:</u> deliberate practice (revision clocks, quick quizzes) on paper 1 set texts as homework and DNA starters <u>Knowledge:</u> Introduction to the set text and what you need to know about it. The context of video games and Fortnite.</p>	<b>RAG</b>
<p><b>2.</b> <u>Retrieval:</u> deliberate practice (revision clocks, quick quizzes) on paper 1 set texts as homework and DNA starters <u>Knowledge:</u> To understand how the video games industry is regulated. Role of PEGI</p>	
<p><b>3.</b> <u>Retrieval:</u> deliberate practice (revision clocks, quick quizzes) on paper 1 set texts as homework and DNA starters <u>Knowledge:</u> To understand the social and cultural context of video gaming industry. Mini assessment – industry</p>	
<p><b>4.</b> <u>Retrieval:</u> deliberate practice (revision clocks, quick quizzes) on paper 1 set texts as homework and DNA starters <u>Knowledge:</u> To consider the impact of new technology and convergence.</p>	
<p><b>5.</b> <u>Retrieval:</u> deliberate practice (revision clocks, quick quizzes) on paper 1 set texts as homework and DNA starters <u>Knowledge:</u> To understand who the key audience of <i>Fortnite</i> is and how they are targeted. To understand relevant audience theories</p>	
<p><b>6.</b> <u>Retrieval:</u> deliberate practice (revision clocks, quick quizzes) on paper 1 set texts as homework and DNA starters Final Assessment – Audiences</p>	

## Key vocabulary

Conventions	Theories	Industries	Audiences
Battle Royale Skins	Uses and Gratifications Reception theory Dyer's Star theory	Regulation Franchise Convergence In- game purchases Synergy GAAS model	Interactive audiences Niche mainstream

## How will this help you in the future?

KS4	Beyond LHS
Assessments GCSE Component 1 exam	You will be media savvy individuals able to critique the media and the way it influences our lives. Understand how different media texts are consumed by audiences.

