

Prior Learning – Set texts for Paper 1 exam					
Advertising & marketing	Magazines	Newspapers	Radio	Video Games	Film



LEARNING JOURNEY Year 11 Media Studies Autumn Term

Ad Astra

We will be learning about...					
<p>Completing NEA (worth 30% of GCSE)</p> <p>Studying 2 set music artists and their websites, social/participatory media, set music videos</p> <p>Exploring historical texts (music videos)</p> <p>What the purpose of a music video is, the 3 different types of music video and their conventions</p>					
We will develop our learning each week by focusing on					RAG Rate
Week 1 Key Learning <u>Retrieval knowledge:</u> what SWAT means, different camera angles and shots (technical codes), audio codes <u>Knowledge:</u> introduction to set music artists and music videos – what is the purpose of a music video? Understand the different types of music videos and the main conventions that they contain. <u>Skill:</u> understand and analyse conventions and types of music videos					
Week 2 Key Learning <u>Retrieval:</u> C1 KIW revision clock on set product <u>Knowledge:</u> in depth analysis of Taylor Swift's 'The Man' music video – analysing media language and representations <u>Skill:</u> understand and analyse how media language and representations are constructed in 'The Man' <u>Assessment 1: analyse how representations are constructed in the set music videos</u>					
Week 3 Key Learning <u>Retrieval:</u> C1 KIW revision clock on set product <u>Knowledge:</u> in depth analysis of Justin Bieber's 'Intentions' music video – analysing media language and representations <u>Skill:</u> understand and analyse how media language and representations are constructed in 'Intentions'					
Week 4 Key Learning <u>Retrieval:</u> C1 KIW revision clock on set product <u>Knowledge:</u> CTG on assessment 1 Study historical music video TLC 'Waterfalls' for understanding of how music videos have developed Study historical music video Duran Duran 'Rio' for understanding of how music videos have developed <u>Skill:</u> understand and evaluate successes and areas for development in responding to exam questions <u>Assessment 2: Why is social media important to music artists?</u>					
Week 5 Key Learning <u>Retrieval:</u> C1 KIW revision clock on set product <u>Knowledge:</u> understand how the music industry makes money, promotes artists through social media and websites <u>Skill:</u> analyse and evaluate how the music industry, evaluate how audiences respond to music artists and their media forms (U&G theory)					
Week 6 Key Learning <p>Closing the gap work on assessment 2</p> <p>Awe and wonder lesson</p> <p>Assessment 3: Paper 2 Section B Mock exam: Music</p>					
Key Vocabulary					
Conventions Characters Narrative Themes Settings messages	SWAT Analysis Diegetic sound Non-diegetic sounds Iconography Framing Mise en scene	Representations Gender Stereotypes Countertypes Conforming Subverting Diversity Culture Issues	Regulation Production Performance Narrative Hybrid Distribution Websites Social media	Audiences Uses and Gratifications Niche Specialised Mainstream intertextuality	Theories Dyer – Star theory Todorov – narrative theory Propp – character theory Alvarado – ethnicity

Future Learning (including real – life)

Revisit: mini assessments, mocks, final GCSE exams, media savvy individuals able to critique the media and the way it influences our lives.

Homework

Homework will be set once a fortnight by each teacher. This will be retrieval work, creative activities and exam style questions. Students will be expected to spend 30 minutes completing the work. Details of individual homework can be found on synergy and students will also have printed copies. Failure to complete homework will result in a 25-minute detention after school. The first half term's homework is a booklet consisting of weekly activities aimed to introduce students to media terminology and review their consumption of a range of media products.

You can support your child by encouraging them 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](#)