

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 Introduction to 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 are (LIAR)
- analyse them by studying a range of different media texts.
- how media producers communicate meaning to their audiences through media language (SWAT codes).

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.

RAG Rate
G = I feel confident

Weeks 1 & 2 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)

Language

Represent
ation

Weeks 3 & 4 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**

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 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](#)