

| Prior Learning                                                                                                        |
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| Introduction to the 4 key concepts of Media: LIAR (language, industry, audience, representation)<br>End of topic test |



## **LEARNING JOURNEY** Year 10 Media Studies Autumn Term 1

*Ad Astra*

| We will be learning about... <b><u>Advertising and Marketing</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |          |
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| Print advertising – study of print-based adverts NHS 111, Quality Street<br>How they are constructed<br>How media language is used to communicate meaning<br>How different representations are constructed<br>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 |
| <b><u>Week 1 Key Learning</u></b><br>Retrieval knowledge: SWAT codes, conventions, connotations<br>Knowledge: analyse how NHS 111 advert is constructed (SWAT codes), understand how and why the advertising campaign was produced and for what purpose. Analyse how NHS 111 advert is constructed through narrative and character (Propp and Todorov theories). Explore different representations of women in sport/exercise.                                                                              |          |
| <b><u>Week 2 Key Learning</u></b><br>Retrieval knowledge: KIW questions on NHS 111 advert (SWAT analysis and representation)<br>Knowledge/skills: <b>Assessment – Paper 1 question 1 Media Language (SWAT) 15 marks</b>                                                                                                                                                                                                                                                                                     |          |
| <b><u>Week 3 Key Learning</u></b><br>Retrieval knowledge: representation concept KIW<br>Knowledge/skills: analysis of NHS 111 website explore context and key principles linked to NHS 111. Explore different representations of people in NHS 111 advert. CTG on Media Language assessment Q1 from week 2                                                                                                                                                                                                  |          |
| <b><u>Week 4 Key Learning</u></b><br>Retrieval knowledge: Comparing images of Quality Street through time<br>Knowledge/skills: explore the social/historical and cultural context of Quality Street<br>Explore different QS posters from 1950s for similarities and differences.                                                                                                                                                                                                                            |          |
| <b><u>Week 5 Key Learning</u></b><br>Retrieval Knowledge: KIW questions on narrative and media language<br>Knowledge/skills: analysis of media language to create meaning in Quality Street advert. Explore Mulvey's Male Gaze theory and consider representations of gender in QS advert. Practice exam question/response                                                                                                                                                                                  |          |
| <b><u>Week 6 Key Learning</u></b><br>Retrieval knowledge: compare adverts for meaning<br>Knowledge/skills: research how different groups are presented in the media. Creative task to create own print advert using Photoshop.                                                                                                                                                                                                                                                                              |          |
| Key Vocabulary                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |
| Conventions – typical features of a text we expect to see.<br>Stereotypes – exaggerated representation of someone/something.<br>Anchorage – words associated with an image that give it meaning.<br>Typography – font style, appearance, structure of text.<br>Connotation – implied or suggested meaning.<br>Representation – way in which someone or something is presented in the media (usually positive or negative).<br>Iconography – props, costume, objects and background associated with a genre. |          |

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

| Homework                                                                                                                                                                                                                                                                                                                                                                                             |
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| Homework will be set once a fortnight by each teacher. Details of individual homework can be found on synergy and students will have printed copies.<br>Encourage your child 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. |

