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

LEARNING JOURNEY Year 10 Media Studies Autumn Term

We will be learning about… Film Marketing

Print advertising – study of film posters The Man with the Golden Gun (TMWTGG), No Time to Die (NTTD)
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
Week 1 Key Learning L1 Retrieval knowledge: SWAT codes, conventions, connotations, Knowledge: analyse different conventions of film posters, explore social/historical/cultural context of film industry and film marketing, media language analysis (KIW)	
Week 2 Key Learning L2-3 Retrieval knowledge: how many Bond films can you name? Knowledge/skills: review narrative and introduce narrative theories. Apply to TMWTGG film poster and analyse how meaning is created. Explore different representations in TMWTGG film poster. Plan and practice responding to representation style question. Assessment – Paper 1 question 1 Media Language (SWAT) 15 marks	
Week 3 Key Learning L4 Retrieval knowledge: DNA task on Media Language Knowledge/skills: explore understanding of the film No Time to Die and its genre conventions. Plan for Media Language assessment.	
Week 4 Key Learning L5-6 Retrieval knowledge: KIW activity on SWAT codes Knowledge/skills: complete Assessment analysing how meaning is created through media language (SWAT) in No Time to Die. Study the film poster for different representations: age, gender, ethnicity, social groups.	
Week 5 Key Learning L7 Retrieval Knowledge: compare and analyse how film posters have changed over time. Knowledge/skills: introduce industry as a concept and explore regulation of the film industry. BBFC website, website terminology,	
Week 6 Key Learning L8-9 Retrieval knowledge: KIW DNA starter activity Knowledge/skills: analyse 007 website, creative task to create own film poster using Photoshop. CTG work on media language assessment: No Time to Die Assessment – Paper 1 question 2 contexts and representations 30 marks	

Key Vocabulary

Conventions – typical features of a text we expect to see.
Stereotypes – exaggerated representation of someone/something.
Anchorage – words associated with an image that give it meaning.
Typography – font style, appearance, structure of text.
Connotation – implied or suggested meaning.
Representation – way in which someone or something is presented in the media (usually positive or negative).
Iconography – props, costume, objects and background associated with a genre.

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.

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