

GCSE Media Studies Prior learning	
Intro to LIAR Media Language, Industries, Audiences, Representations and Contexts	Advertising and film marketing – This Girl Can, Quality Street, No Time to Die, The Man with the Golden Gun



LEARNING JOURNEY Year 10 Media Studies Spring Term

Ad Astra

We will be learning about... Newspapers Newspapers – Audiences, Industries, Media Language, Representations Differences between tabloid and broadsheet – conventions, political bias, representations: issues, events Industry, regulation, production processes/editorial choices, Audience demographic and psychometric,	
We will develop our learning each week by focusing on:	RAG Rate
<u>Week 1 Key Learning</u> <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> Introduction to newspapers, what they are, historical context of the medium, overview of codes and conventions, tabloids/broadsheets, political leanings, initial analysis of set product front pages	
<u>Weeks 2-3 Key Learning</u> <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> detailed analysis of The Guardian set front cover – ML and Rep, Key questions: why have specific elements of media language been selected? What is the issue/event being represented, explore contexts relevant to front page main story. Mini Assessment: Paper 1 Q1 assessment – media language	
<u>Weeks 4-5 Key Learning</u> <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> detailed analysis of The Sun front page – ML and Rep Key questions: why have specific elements of media language been selected? What is the issue/event being represented, explore contexts relevant to the front-page main story.	
<u>Weeks 6-7 Key Learning</u> <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> compare other front pages covering the same story – representation of gender, ethnicity, social groups.	
<u>Weeks 8-9 Key Learning</u> <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> Media Industries, study one complete edition of The Sun looking at types of stories included, funding issues such as advertising, social historical background – phone hacking, Hillsborough Mini Assessment: Paper 1 Q2a/b Contexts and Representation	
<u>Weeks 10-11 Key Learning</u> <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> explore the impact of technology and evolving online media through The Sun's website, Twitter feed	

Week 12 Key Learning

Retrieval knowledge: DNA questions recall, revision clocks on paper 1 set texts as homework

Knowledge: exam revision week

Assessment: **Mini assessment – Paper 1 SB Q3/4 Industries & Audiences**

Homework:

set fortnightly using worksheets, Seneca and e-revision

Key Vocabulary

<u>Media Language:</u>	<u>Theories</u>	<u>Industries:</u>	<u>Audiences</u>
SWAT analysis Conventions (Standfirst, mast head, pull quotes ...) Tabloid & Broadsheet Middle market, Berliner Bias Right wing/left wing Image led/text led	Uses and Gratifications reception theory Dyer's Star Theory Stuart Hall's Reception theory	Regulation Franchise Convergence Conglomerate Synergy Production processes	Demographics Psychometrics Preferred, negotiated, oppositional <u>Representations:</u> ethnicity, gender, issues, events, stereotypes, selection, mediation, construction

Future Learning (including real – life)

Mini assessments, end of Year 10 exams, mocks, final GCSE exams in Year 11

Preparation for AS/A Level Media Studies

Be media shrewd individuals able to critique the media and the way it influences our lives. Understand how different media texts are consumed by audiences and that all media is constructed as a version of reality.