

Prior Learning		
Introduction to GCSE Media Studies: LIAR	Print Advertising: This Girl Can, Quality Street	Film Marketing: No Time to Die, The Man with the Golden Gun



LEARNING JOURNEY Year 10 Media Studies

Ad Astra

We will be learning about... Newspapers	
<p>Newspapers – Media Language, Representations, Audiences, Industries, (LIAR) Differences between tabloid and broadsheet – conventions, political bias, representations: issues, events Industry, regulation, production processes/editorial choices, online news, funding Audience demographic and psychographic (psychometric), circulation, types of audience</p>	
We will develop our learning each week by focusing on:	RAG Rate
<p>Week 1 Key Learning (1 lesson) <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework tasks <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</p>	
<p>Week 2 Key Learning (2 lessons) <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</p>	
<p>Week 3 Key Learning (1 lesson) <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> detailed analysis of The Guardian 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.</p>	
<p>Week 4 Key Learning (2 lessons) <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.</p>	
<p>Week 5 Key Learning (1 lesson) <u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> CTG work on first assessment: P1 Q1 Media Language Analysis of The Guardian</p>	
<p>Week 6 Key Learning: Spring Term 2 (2 lessons) <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.</p>	

<p>explore the impact of technology and evolving online media through The Sun's website, Twitter feed</p> <p>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</p>	
<p>Week 7 Key Learning (1 lesson)</p> <p><u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework</p> <p>Knowledge: explore the impact of technology and evolving online media through The Sun's website, Twitter feed</p> <p>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</p>	
<p>Week 8 Key Learning (2 lessons)</p> <p><u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework</p> <p>Knowledge: Audiences- explore target audience, categorisation, circulation and readership figures, audience responses, active/passive/interactive audiences, Uses and Gratifications theory.</p> <p>Assessment: Mini assessment – Paper 1 SB Audiences</p>	
<p>Week 9 Key Learning (1 lesson)</p> <p><u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework</p> <p>Knowledge: Practical lesson – using Photoshop skills to create own tabloid or broadsheet newspaper front page</p>	
<p>Week 10 Key Learning (2 lessons)</p> <p><u>Retrieval knowledge:</u> DNA questions recall, revision clocks on paper 1 set texts as homework</p> <p>Knowledge: Practical lesson – using Photoshop skills to create own tabloid or broadsheet newspaper front page.</p> <p>CTG on P1 SB Audiences assessment</p>	

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.

