

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 1

Ad Astra

We will be learning about... Advertising and Marketing

Print advertising – study of print-based adverts This Girl Can, Quality Street
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

Retrieval knowledge: SWAT codes, conventions, connotations
Knowledge: analyse how This Girl Can advert is constructed (SWAT codes), understand how and why the advertising campaign was produced and for what purpose. Analyse how This Girl Can advert is constructed through narrative and character (Propp and Todorov theories) . Explore different representations of women in sport/exercise.

Week 2 Key Learning

Retrieval knowledge: KIW questions on This Girl Can advert (SWAT analysis and representation)
Knowledge/skills: **Assessment – Paper 1 question 1 Media Language (SWAT) 15 marks**

Week 3 Key Learning

Retrieval knowledge: representation concept KIW
Knowledge/skills: analysis of TGC website explore context and key principles linked to TGC. Explore different representations of women in TGC.
CTG on Media Language assessment Q1 from week 2

Week 4 Key Learning

Retrieval knowledge: Comparing images of Quality Street through time
Knowledge/skills: explore the social/historical and cultural context of Quality Street
Explore different QS posters from 1950s for similarities and differences.

Week 5 Key Learning

Retrieval Knowledge: KIW questions on narrative and media language
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

Week 6 Key Learning

Retrieval knowledge: compare adverts for meaning
Knowledge/skills: research how different groups are presented in the media. Creative task to create own print advert using Photoshop. **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](#)