

First Year (Year 9)

Key Areas	Autumn 1 <i>Film Marketing</i>	Autumn 2 <i>Advertising</i>	Spring 1 <i>Video Games</i>	Spring 2 <i>Music Industry Intro</i>	Summer 1 <i>Magazines</i>	Summer 2 <i>Coursework Skills</i>
<p>Content- WHAT will be learned? What previous learning can be linked? Why this order/sequence?</p> <p>Set products studied this year:</p> <ul style="list-style-type: none"> <i>The Man with the Golden Gun</i> (1974) film poster <i>No Time to Die</i> (2021) film poster <i>Quality Street</i> (1956) print advert <i>This Girl Can</i> (2016) print advert <i>Fortnite</i> (2015) video game and website GQ (August 2019) magazine front cover <i>Vogue</i> (July 2021) magazine front cover <p>Narrative theory:</p> <ul style="list-style-type: none"> Barthes-enigma Strauss-binary oppositions Todorov-narrative structures Propp-character roles <p>Audience theory:</p> <ul style="list-style-type: none"> Blumler and Katz's Use and Gratifications theory active vs passive audiences demographics psychographics 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce learners to media analysis skills focusing on print-based products. To explore the process of film marketing and regulation. To familiarise learners with film marketing examples. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English transactional writing skills. KS3 English language analysis skills. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To understand the process of advertising. To familiarise pupils with advertising examples. To understand how historical contexts influence media production. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English language analysis skills. Camera angles homework from film marketing. Representation in media products from film marketing examples. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To understand the contexts of the video game industry. To familiarise pupils with video game example <i>Fortnite</i> (2015) and website. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Film regulation of <i>No Time to Die</i> (2021) and the importance of a website to market media products. Industry context of film websites being used for marketing and promotion. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To understand the contexts of the music industry. To familiarise pupils with music video conventions and website examples. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Industry context of film and video game websites being used for marketing and promotion. Theoretical perspectives of narratives (e.g. Barthes, Todorov, Strauss) explored in film marketing unit. Camera angles homework from film marketing. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To understand the contexts of the magazine industry in relation to their audiences. To familiarise pupils with the magazine front covers for GQ and <i>Vogue</i>. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English language analysis skills exploring the words used on magazine front covers. Layout and design features of film posters and print adverts related to magazine covers. Unseen analysis of print-based products. The audience demographics and psychographics of video games. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> Students will complete the planning stages and mock-up of a magazine front cover. To familiarise pupils with independent research skills. There will also be an opportunity to revisit previous examples for revision and include unseen analysis opportunities. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English language analysis skills exploring the words used on magazine front covers. Links to magazine conventions of magazines from previous half-term. Unseen analysis of print-based products.
<p>Skills- What will be developed?</p>	<ul style="list-style-type: none"> Learners will understand and apply subject specialist terminology to analyse film posters. Learners will develop their writing skills to analyse media products using the APE format. Learners will compare film marketing examples and the contexts in which they are produced to make informed arguments in their writing. 	<ul style="list-style-type: none"> Learners will understand and apply subject specialist terminology to analyse print advertising. Learners will develop their writing skills to explore the contexts of media products using the APE format. Learners will gain an awareness of editing and camera movement in audio-visual charity adverts. 	<ul style="list-style-type: none"> Learners will develop their writing skills to explore the contexts of media products using the APE format. Learners will explore a range of video game products and the contexts in which they are produced to make informed arguments in their writing. Learners will develop media literacy skills to critically evaluate and understand the impact of gaming on popular culture. 	<ul style="list-style-type: none"> Learners will understand and apply subject specialist terminology to analyse music videos. Learners will develop their writing skills to explore the contexts of media products using the APE format. Learners will develop media literacy skills to critically evaluate and understand the impact of the music industry on popular culture. 	<ul style="list-style-type: none"> Learners will understand and apply subject specialist terminology to analyse magazine front covers. Learners will develop their writing skills to explore the contexts of media products using the APE format. 	<ul style="list-style-type: none"> Learners will develop their research skills including textual analysis, media pack review, website analysis, demographic study, mood board, and front cover mock-up. Learners will receive training to use computer software packages to create their own media product.

<p>Key 'How'/'Why' Questions- What powerful knowledge will be gained? What areas/themes/concepts will be explored?</p>	<ul style="list-style-type: none"> Learners will be taught the fundamental principles of semiotic analysis, including denotation and connotation. Learners will be able to apply relevant narrative theories (e.g., Barthes, Propp, Todorov, binary Strauss) to film posters. Learners will understand how the film industry uses marketing strategies to appeal to audiences. Learners will understand that representations are the ways in which the media re-present (rather than simply present) the world, and construct versions of reality. Learners will understand how film posters reflect the historical and cultural contexts in which they were produced. 	<ul style="list-style-type: none"> Learners will gain an understanding of how visual elements, persuasive language, and storytelling techniques influence consumer behaviour. Learners will develop critical analysis skills and media literacy by deconstructing print adverts. Learners will understand how print advertisements reflect the historical and cultural contexts in which they were produced. 	<ul style="list-style-type: none"> Learners will understand the economic contexts of free-to-play video games and how games companies make money. Learners will critically engage with ethical implications of video games such as addictive gameplay and violence. Learners will use critical thinking skills to consider the difference between active and passive audiences. Learners will apply Uses and Gratifications theory to the <i>Fortnite</i> (2015) game and website. Learners will explore the relationship between technology and video games to consider its impact. 	<ul style="list-style-type: none"> Learners will understand the economic contexts of the music industry and how music companies make money. Learners will develop critical analysis skills and media literacy by deconstructing music videos. Learners will gain an understanding of the cultural, societal, and historical contexts that influence music videos. Learners will explore the representations of stars and how their personas are constructed for a commercial imperative. Learners will gain an understanding of music ownership and how this influences music production. 	<ul style="list-style-type: none"> Learners will understand the economic contexts of the magazine industry and how magazine publishers make money. Learners will understand how magazine front covers reflect the historical and cultural contexts in which they were produced. Learners will explore the representations of gender and ethnicity for the <i>GQ</i> and <i>Vogue</i> set products. 	<ul style="list-style-type: none"> Learners will apply their understanding of magazines from previous half-term to plan and create their own media product. Learners will plan to take photographs which construct media representations of a social group. Learners will develop independent research skills. Learners will develop their revision skills to appeal to review prior learning from the academic year.
<p>SEND- how will support be seen? Seating plans? Simplified questions?</p>	<ul style="list-style-type: none"> Supportive and inclusive learning environment, fostering empathy and respect for learners with SEND. Seating plans informed by IEPs. Learning strategies adapted where necessary for students with IEPs. Differentiated questions to target learners with SEND. Sentence structures for extended writing pieces to provide scaffolding. Access and use of graphic knowledge organisers about key areas of our study. 	<ul style="list-style-type: none"> Supportive and inclusive learning environment, fostering empathy and respect for learners with SEND. Seating plans informed by IEPs. Learning strategies adapted where necessary for students with IEPs. Differentiated questions to target learners with SEND. Sentence structures for extended writing pieces to provide scaffolding. Access and use of graphic knowledge organisers about key areas of our study. 	<ul style="list-style-type: none"> Supportive and inclusive learning environment, fostering empathy and respect for learners with SEND. Seating plans informed by IEPs. Learning strategies adapted where necessary for students with IEPs. Differentiated questions to target learners with SEND. Sentence structures for extended writing pieces to provide scaffolding. Access and use of graphic knowledge organisers about key areas of our study. 	<ul style="list-style-type: none"> Supportive and inclusive learning environment, fostering empathy and respect for learners with SEND. Seating plans informed by IEPs. Learning strategies adapted where necessary for students with IEPs. Differentiated questions to target learners with SEND. Withdraw sentence structures for extended writing pieces. Access and use of graphic knowledge organisers about key areas of our study. 	<ul style="list-style-type: none"> Supportive and inclusive learning environment, fostering empathy and respect for learners with SEND. Seating plans informed by IEPs. Learning strategies adapted where necessary for students with IEPs. Differentiated questions to target learners with SEND. Withdraw sentence structures for extended writing pieces. Access and use of graphic knowledge organisers about key areas of our study. 	<ul style="list-style-type: none"> Supportive and inclusive learning environment, fostering empathy and respect for learners with SEND. Seating plans informed by IEPs. Learning strategies adapted where necessary for students with IEPs. Differentiated questions to target learners with SEND. Withdraw sentence structures for extended writing pieces. Access and use of graphic knowledge organisers about key areas of our study.

<p>Assessment- What? Why?</p>	<ul style="list-style-type: none"> Teacher marked assessment on media language and the James Bond poster for <i>The Man with the Golden Gun</i> (1974). 	<ul style="list-style-type: none"> Teacher marked assessment on media language in the <i>Quality Street</i> (1956) advert. 	<ul style="list-style-type: none"> Teacher marked assessment on Uses & Gratifications theory and <i>Fortnite</i> (2016). 	<ul style="list-style-type: none"> Pupil marked paragraph: How is media language used to represent Taylor Swift in <i>You Belong with Me</i> (2008)? 	<ul style="list-style-type: none"> Pupil marked assessment on social and cultural contexts in GQ's magazine front cover (August 2019). 	<ul style="list-style-type: none"> Teacher marked assessment of mock-up magazine cover.
<p>What memory for learning skills will be required- modelling? Concrete answers? Retrieval?</p>	<ul style="list-style-type: none"> Spaced learning of topic over a sequence of lessons. Regular use of retrieval practice at the beginning phase of lessons, (e.g., quizzes and revisiting past examples) Interleaving topics so they are revisited at appropriate times between topics. Regular modelling of example paragraphs using the APE format adopted in English. Learners review model of extended written response applying media language to the <i>The Man with the Golden Gun</i> (1974) film poster. Elaboration involving expanding on new information and connecting it to existing knowledge. 	<ul style="list-style-type: none"> Spaced learning of topic over a sequence of lessons. Regular use of retrieval practice at the beginning phase of lessons, (e.g., quizzes and revisiting past examples) Interleaving topics so they are revisited at appropriate times between topics. Regular modelling of example paragraphs using the APE format adopted in English. Learners review model of extended written response applying media language to the <i>Quality Street</i> (1956) advert. Elaboration involving expanding on new information and connecting it to existing knowledge. 	<ul style="list-style-type: none"> Spaced learning of topic over a sequence of lessons. Regular use of retrieval practice at the beginning phase of lessons, (e.g., quizzes and revisiting past examples) Interleaving topics so they are revisited at appropriate times between topics. Regular modelling of example paragraphs using the APE format adopted in English. Learners review model of extended written response applying Uses & Gratifications theory to <i>Fortnite</i> (2016). Elaboration involving expanding on new information and connecting it to existing knowledge. 	<ul style="list-style-type: none"> Spaced learning of topic over a sequence of lessons. Regular use of retrieval practice at the beginning phase of lessons, (e.g., quizzes and revisiting past examples) Interleaving topics so they are revisited at appropriate times between topics. Regular modelling of example paragraphs using the APE format adopted in English. Learners review model paragraph applying how media language is used to represent Taylor Swift in <i>You Belong with Me</i> (2008) music video. Elaboration involving expanding on new information and connecting it to existing knowledge. 	<ul style="list-style-type: none"> Spaced learning of topic over a sequence of lessons. Regular use of retrieval practice at the beginning phase of lessons, (e.g., quizzes and revisiting past examples) Interleaving topics so they are revisited at appropriate times between topics. Regular modelling of example paragraphs using the APE format adopted in English. Learners review model paragraph applying social and cultural contexts in GQ's magazine front cover (August 2019). Elaboration involving expanding on new information and connecting it to existing knowledge. 	<ul style="list-style-type: none"> Spaced learning of topic over a sequence of lessons. Regular use of retrieval practice at the beginning phase of lessons, (e.g., quizzes and revisiting past examples) Interleaving topics so they are revisited at appropriate times between topics. Regular modelling of example paragraphs using the APE format adopted in English. Learners apply mark scheme to magazine front cover examples made by pupils. Elaboration involving expanding on new information and connecting it to existing knowledge.
<p>Literacy- reading, extended accurate writing and oracy opportunities</p>	<ul style="list-style-type: none"> Learners will be tested on key terminology throughout their lessons building on their vocabulary. Learners will develop their writing skills focusing on APE format. Reading comprehension task about film case studies. 	<ul style="list-style-type: none"> Learners will develop familiarity with new media terminology. Learners will develop their writing skills focusing on APE format. Learners will develop further their awareness of persuasive writing used in print advertising. 	<ul style="list-style-type: none"> Learners will develop familiarity with new media terminology. Reading comprehension task about video game case study: <i>Cuphead</i>. Reading comprehension task about video game case study: <i>Fortnite</i>. 	<ul style="list-style-type: none"> Reading comprehension task about music industry case study: music ownership and Taylor Swift. Learners will use adapted marking criteria to review their own APE paragraph. 	<ul style="list-style-type: none"> Learners will develop familiarity with new media terminology on magazines. Learners will develop their writing skills focusing on APE format. Learners will develop further their awareness of persuasive writing used in magazine front covers. 	<ul style="list-style-type: none"> Learners will use their persuasive writing skills to create an appropriate mode of address in their magazine front cover. Reading comprehension task based on magazine industry case study.
<p>Numeracy/computing skills</p>	<ul style="list-style-type: none"> Learners will research financial aspects of the film industry including budgets and global box office takings. 	<ul style="list-style-type: none"> Learners can develop data analysis skills of high-end marketing campaigns. 	<ul style="list-style-type: none"> Learners will interpret graphical data to identify market trends in the video game industry. 	<ul style="list-style-type: none"> Counting the beat and rhythm of a music video to identify editing patterns. 	<ul style="list-style-type: none"> Learners will interpret graphical data to identify market trends in the magazine industry. 	<ul style="list-style-type: none"> Learners will interpret statistical and graphical data of audiences in magazine media kits.

<p>Character development</p>	<ul style="list-style-type: none"> • Creativity and imaginative thinking. • Critical thinking skills by analysing promotional materials of films. • Communication and persuasion skills through understanding how messages are conveyed in film marketing campaigns. • Cultural awareness and a broader understanding of diverse perspectives and societal influences. • Exploring ethical considerations in the film industry and marketing. 	<ul style="list-style-type: none"> • Creativity and imaginative thinking. • Critical thinking skills by analysing promotional materials of films. • Communication and persuasion skills through understanding how messages are conveyed in film marketing campaigns. • Cultural awareness and a broader understanding of societal influences on print advertising. • Exploring ethical considerations in the advertising industry. 	<ul style="list-style-type: none"> • Critical thinking skills in relation to the video game industry. • Learners will explore ethical implications of video games including addictive gameplay, in-game purchases, and the impact of violent or discriminatory content. • Learners will discuss responsible gaming practices and the effects of gaming on mental health. 	<ul style="list-style-type: none"> • Critical thinking skills in relation to the music industry case studies. • Learners will explore ethical implications of music ownership and how music is accessed by audiences. • Cultural awareness and a broader understanding of societal influences on music videos and websites. 	<ul style="list-style-type: none"> • Critical thinking skills in relation to the magazine industry case studies. • Cultural awareness and a broader understanding of societal influences on magazine front covers. • Communication and persuasion skills through understanding how messages are conveyed in magazine front covers. 	<ul style="list-style-type: none"> • Creativity and imaginative thinking designing a magazine front cover. • Communication and persuasion skills through adapting language to appeal to their intended audience. • Cultural awareness and a broader understanding of societal influences in creating their magazine covers.
<p>Equality/Diversity opportunities</p>	<ul style="list-style-type: none"> • Gender roles and stereotypes will be explored across the Bond franchise. • Representations of ethnicity will be explored in <i>The Man with the Golden Gun</i> (1974) poster. • Learners will explore the role of women in the male dominated film industry. 	<ul style="list-style-type: none"> • The context of gender roles and stereotypes will be explored during the 50s and modern day. • Learners will compare the representation of women in modern day sports advertising with the <i>This Girl Can</i> (2016) advert. 	<ul style="list-style-type: none"> • Learners will explore the case study of Dove’s partnership with Epic Games creating more varied representations of women in video games. • Learners will explore <i>Fortnite’s</i> character diversity, inclusive emotes and accessories, Pride month events. 	<ul style="list-style-type: none"> • Learners will explore gender and ethnicity representations in modern music videos and music artist’s websites including: <i>Olivia Rodrigo’s</i> website, <i>Stormzy’s</i> website, <i>You Belong with Me</i> (2008) by Taylor Swift. 	<ul style="list-style-type: none"> • Learners will explore gender and ethnicity representations in magazine front covers. • Learners will review the treatment of BAME celebrities in online news stories. • Learners will explore historical magazine front covers to consider narrow representations. 	<ul style="list-style-type: none"> • Learners will explore gender and ethnicity representations in magazine front covers through what they attempt to create in their production task.
<p>Homework/Independent learning</p>	<ul style="list-style-type: none"> • Independent analysis: Learners will review an unseen film poster to apply their understanding of media terminology. • Reading comprehension: article focusing on a news piece about the role of women in the Bond franchise. 	<ul style="list-style-type: none"> • Independent analysis: Learners will review an unseen print advert to apply their understanding of media terminology. • Reading comprehension: article focusing on a news piece about representations of women in contemporary adverts reported to the ASA. 	<ul style="list-style-type: none"> • Learners will study their video game glossary and be tested through low-stakes quizzes set on Satchel. • Students will create an A4 page about the history and information of a game of their choosing. 	<ul style="list-style-type: none"> • Independent research: Learners will research the music ownership of an artist of their choosing. • Learners will study their camera angle and editing knowledge organiser and be tested through low-stakes quizzes set on Satchel. 	<ul style="list-style-type: none"> • Independent analysis: Learners will review an unseen magazine front cover to apply their understanding of media terminology. • Independent research: Learners will research the ownership and media kit of a magazine of their choosing. 	<ul style="list-style-type: none"> • Independent analysis: Learners will review an unseen magazine front cover in a similar genre of magazine they are going to create. • Independent production task: Learners will attempt to take a suitable image of a person for the front cover of their magazine.
<p>CIAG coverage/links</p>	<ul style="list-style-type: none"> • Lessons include links to careers in the film industry (e.g. producer and screenwriting). 	<ul style="list-style-type: none"> • Lessons will include an overview of possible careers in advertising with case studies. 	<ul style="list-style-type: none"> • Lessons include links to careers in game design and jobs in video game regulation. 	<ul style="list-style-type: none"> • Lessons will include an overview slide of possible careers in the music industry with case studies. 	<ul style="list-style-type: none"> • Lessons will include an overview slide of possible careers in publishing with case studies. 	<ul style="list-style-type: none"> • Lessons will include an overview slide of possible creative roles in the media based on software packages.