

# Medium Term Plan: MAGAZINES

<b>Title of Unit:</b> Intro to media	<b>Year:</b> 10	<b>Term:</b> Winter term 1 <sup>st</sup> half	<b>Duration:</b> 5 weeks
<b>Overview:</b> This is a small Unit focusing on some general media terms and skills and an introduction to the 4 key areas of Media Studies			
<b>Assessing Prior Learning to this Unit:</b> Students will complete questionnaires on the subject as they start the course. Key stage 3 data and especially English levels will be used to assess analytical ability.		<b>Future Learning:</b> Students will be moving on to units on Advertising and Magazines in Year 10. Then eventually Music Video marketing and promotion which also requires a development of skills learnt in this unit.	
<b>Key Concepts:</b> <b>Media Language.</b> An introduction to the most common words used in Media Studies with an initial focus on Film <b>Audiences</b> A summary of common media debates : censorship / media effects debate. Raising awareness of these issues <b>Representation</b> Stereotyping in the Media and its effects on Youth. Reps of Race in the movies <b>Institution</b> Future of the Media: New Technologies and their impact. Regulation within the industry, censorship etc	<b>Key Questions for this Unit:</b> <ul style="list-style-type: none"> <li>▪ What is 'The Media'?</li> <li>▪ Where is the media?</li> <li>▪ Why do we have / need the media?</li> <li>▪ How can the media mis-represent people?</li> <li>▪ How can the media manipulate audiences</li> <li>▪ How does media technology effect people?</li> </ul>	<b>Key Words:</b> <ul style="list-style-type: none"> <li>▪ Audience</li> <li>▪ Institution</li> <li>▪ Representation</li> <li>▪ Bias</li> <li>▪ Close up</li> <li>▪ Medium Shot etc</li> <li>▪ Genre</li> <li>▪ Convention</li> </ul>	
<b>English Learning focuses:</b>	<b>Functional skills:</b>	<b>Literacy Focuses</b> <ol style="list-style-type: none"> <li>1. <b>Language of Analysis</b></li> <li>2. <b>Comparison Connectives</b></li> </ol>	

<b>Outcomes /Assessment</b>  <b>Outcomes: Students will finish the 5 weeks with an awareness of the 4 key areas of Media Studies and a developed glossary of media terms and concepts</b>  <b>APP Assessment criteria:</b> <ul style="list-style-type: none"> <li>▪ <b>Teacher Assessment:</b> Assessment of Verbal Feedback and short test towards the end of the scheme</li> </ul>	
<b>Personalised Learning</b>  <b>High attaining:</b> Extension activities and additional high end questions  <b>Support:</b> Differentiated resources, support in group activities  <b>Grouping:</b> Mixed ability	<b>Core Texts/ Resources</b> <ul style="list-style-type: none"> <li>▪ Lesson plans and resources all on P drive:</li> <li>▪ Computers to complete blog tasks and some internet research</li> </ul>
<b>Cross Curriculum Opportunities</b>  n/a:	<b>NC Dimensions</b>  <b>Healthy lifestyles</b>  <b>Community Participation</b>  <b>Technology and Media</b>  <b>Creativity and Critical Thinking</b>
<b>Use of ICT</b> <ul style="list-style-type: none"> <li>▪ Use of interactive whiteboards to engage learners and support learning activities</li> <li>▪ Blogging : Students design and produce their yr10 media blogs</li> </ul>	<b>Health and Safety</b> Usual classroom safe practice.

### Outline of Lessons

P:\Teachers\Departments\Media Studies\ - Schemes of Work\NEW GCSE 09 (aqa)

<b>Week 1: Introduction to Media Studies#</b> <ul style="list-style-type: none"> <li>- What is Media ?</li> <li>- Glossary</li> <li>- Genre</li> </ul>
<b>Week 2: Media Language</b> <ul style="list-style-type: none"> <li>- How to read a film</li> <li>- Denotation / connotation</li> <li>- Analysis of film clip</li> </ul>
<b>Week 3: Representations</b> <ul style="list-style-type: none"> <li>- Intro</li> <li>- Stereotypes</li> <li>- Reps of race in hollywood</li> </ul>
<b>Week 4: Audience</b> <ul style="list-style-type: none"> <li>- ideology</li> <li>- Rap and Violence</li> </ul>

- Media effects theories

**Week 5: Institutions**

- Who owns the media
- Technology
- Censorship

**Teacher Evaluation of Unit of Work**

I thought this introduction went really well and that the students seemed to engage well with the subject matter and material. Perhaps referring back to the glossary more often throughout the rest of the course would be good and its important to keep reminding students about these 4 key areas throughout the course.... But it was a success in focusing them on exactly what media studies involves and how to deconstruct texts.