

Subject content (What will be covered)	As a result, what students should know /understood	What students should be able to do	How students will be assessed	By when ( Half term 1 > 6)
<b>Advertising &amp; Marketing</b> <ul style="list-style-type: none"> <li>• <i>TV ad – Galaxy</i></li> <li>• <i>NHS Blood online campaign</i></li> <li>• <i>OMO print advert</i></li> </ul>	<ul style="list-style-type: none"> <li>• Students should have knowledge and understanding of how the media portray events, issues, individuals and social groups.</li> <li>• Analyse a range of print, online and TV adverts from different time periods for their use of media language and how it connotes meaning and appeals to the target audience.</li> </ul>	Answer a range of questions relating to an unseen source and Close Study Products studied in class as well as an extended response question in timed conditions.	<b>Exam board mark scheme</b>	<b>Summer Y11</b>
<b>Film industry</b> <ul style="list-style-type: none"> <li>• <i>Doctor Strange</i></li> <li>• <i>I, Daniel Blake</i></li> </ul>	<ul style="list-style-type: none"> <li>• Students should have knowledge and understanding of how the media industries' processes of production, distribution and circulation affect media forms and platforms.</li> </ul>			
<b>Music Videos</b> <ul style="list-style-type: none"> <li>• <i>Arctic Monkeys - I Bet You Look Good on the Dance Floor</i></li> <li>• <i>One Direction, History</i></li> </ul>	<ul style="list-style-type: none"> <li>• Students should have knowledge and understanding of how the media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of the audience become producers themselves.</li> </ul>			
<b>Radio</b> <ul style="list-style-type: none"> <li>• <i>Radio 1 Launch Day. Tony Blackburn's breakfast show. Sept 1967</i></li> <li>• <i>Julie Adenuga Beats 1 Radio</i></li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate emerging and future developments in the media as well as issues linked to ownership, globalisation and convergence.</li> </ul>			
<b>Online, Social &amp; Participatory Media</b> <ul style="list-style-type: none"> <li>• <i>Zoella</i></li> <li>• <i>Kim Kardashian Hollywood Game</i></li> <li>• <i>Lara Croft Go</i></li> </ul>	<ul style="list-style-type: none"> <li>• Understand how technological developments in the media are being exploited by famous people for commercial gain and to increase their public profile.</li> <li>• Explore emerging developments in media technology.</li> <li>• Understand use of narrative in gaming</li> </ul>			

CIEAG

Problem solving

Critical thinking

Targeting a specific audience

Pitching skills

Project/time-managed work

Research and planning skills

Empathy

Team work

Media and digital literacy