

Area of study

Your child will ... (Knowledge)

Your child will be able to... (Skills)

Autumn Term 1

Print Media:
Advertising &
Magazines

- Introduction to media language concepts such as, genre, narrative, symbolic codes, design, layout.
Texts explored: Advertising (Print) - OMO (Women's Own magazine, May 1955)
- Magazines (Print) - Tatler (January 2021) Heat (November 2020)
- Context - Advertising Industry, 50's Culture, Gender Roles
- Media Language - Semiotic analysis (reading/ deconstructing print texts, connotations/ denotations) Codes and Conventions (advertising expectations, hard sell/ soft sell advertising)
- Representations - Re-presentation (selection/ construction/ mediation, gender roles 50's, products/ lifestyles) Stereotypes (gender/ ethnicity/ class) Misrepresentation (audience expectation of gender, ethnicity)

- Decoding, close reading, comprehension, inference, understanding connotations of colour, "Graze on a phrase", annotations
- To form opinions on issues that are faced by characters, to empathise with situations characters are in and to relate these situations to real world issues.

Autumn Term 2

Moving
Image:
Television &
Advertising

- Writing to persuade – rhetoric toolbox, personal pronouns, facts, anecdotes, emotive language, anaphora, tricolon, verbal irony.
- To form opinions on issues that are faced by characters, to empathise with situations characters are in and to relate these situations to real world issues.
- Knowledge of the Aristotelian Triad: Pathos, Ethos, Logos
- Writer's use of rhetorical devices (see skills for details as students will apply these in their own writing)

Area of study

Your child will ... (Knowledge)

Your child will be able to... (Skills)

Spring Term 1

Moving Image:
Television &
Advertising

- The plot of SLTW
- Characters: Rami, Suke, the Stallion, Nor, Mustafa, Bashar, Hassan, Mohammad, Youssef, the Dark Lord.
- The conventions of fables: obstacles to overcome; contains a moral; teaches a lesson; traditionally passed down through generations, often verbally.
- Key themes: refugees, the power of hope and love, resilience, memory.
- The importance of music

- Decoding, close reading, comprehension, inference, understanding connotations of colour, "Graze on a phrase", annotations
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Spring Term 2

Online, Video
Games and
Participatory
Media

- Knowledge of the Aristotelian Triad: Pathos, Ethos, Logos
- Writer's use of rhetorical devices (see skills for details as students will apply these in their own writing)
- Plot of The Declaration
- Characters: Anna, Mrs Pincet, Peter, Sheila, Maisy, Mrs Sharp
- Form: dystopian fiction
- Themes: dystopian themes - segregation, social divisions, liberation

- Writing to persuade – rhetoric toolbox, personal pronouns, facts, anecdotes, emotive language, anaphora, tricolon, verbal irony.
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Summer Term 1

Film

- The plot of SLTW
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- Key themes: refugees, the power of hope and love, resilience, memory.
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- Decoding, close reading, comprehension, inference, understanding connotations of colour, "Graze on a phrase", annotations
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Summer Term 2

Non-Exam
Assessment
(Coursework)

- Knowledge of the Aristotelian Triad: Pathos, Ethos, Logos
- Writer's use of rhetorical devices (see skills for details as students will apply these in their own writing)
- Plot of The Declaration
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Autumn Term 1

Non-Exam
Assessment
(Coursework)

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Autumn Term 2

Music
Video &
Radio

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Spring Term 1

Newspapers

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Spring Term 2

Revision

- Knowledge of the Aristotelian Triad: Pathos, Ethos, Logos
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- Characters: Anna, Mrs Pincet, Peter, Sheila, Maisy, Mrs Sharp
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Summer Term 1

Revision

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Summer Term 2

Exams

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