|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Topic** | **Criteria** | **R** | **A** | **G** |
| **Understanding industry and media theories** | Show a clear understanding of media theories relating to the music industry (U&G, Male Gaze, Halls) |  |  |  |
| Show a clear understanding of ownership and the music industry |  |  |  |
| Make accurate use of subject terminology |  |  |  |
| **Understanding and analysing set products** | Demonstrate a competent and clear understanding of the set products (Katy Perry’s “Roar”, Bruno Mars’ “Uptown Funk” and Duran Duran’s “Rio”. |  |  |  |
| Show accurate understanding of why audiences use music websites |  |  |  |
| **Wider exploration of the industry** | Demonstrate skills of analysis |  |  |  |
| Convey an accurate understanding of representation in set products |  |  |  |
| Demonstrate an ability to respond appropriately to all question types.  |  |  |  |
| Explore ideas, perspectives and contextual factors |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson** | **Learning Focus** | **Assessment** | **Key Words** |
| **1** | Introduction to sitcoms: what are the conventions of a sitcom? | Peer and self assess | Mis-en-SceneMale gazeAudience theoryUses and GratificationTarget AudienceDemographicRepresentationFandomRegulationIndustryDistributingCirculatingMarketingPublicityMedia platformsDigital platformsPromotional Campaigns |
| **2** | Sitcoms – information and short answer questions. How have sitcoms changed over the years? | Answers to questions, green pen corrections |
| **3&4** | Audience theory – apply to episode 1 of Friends. 10 mark extended write. | Extended Writing  |
| **5** | Background to Friends and how it fits conventions. | Annotation and green pen |
| **6** | Feedback on extended write. | Answers -green pen corrections. |
| **7** | Background to The IT Crowd. Characters and costumes.  | Self assess |
| **10** | Extended writing – practice question on The IT Crowd. | Self assess |
| **11&12** | Key Episode: The IT Crowd: Camera angles | Notes/self |
| **13** | Mis-en- scene – sit com clips practice. | Extended writing |
| **14** | Feedback on extended writing | Green pen |
| **15&16** | Assessment part 1: short answer industry and regulation questions. Assessment: set product analysis | Assessment |
| **17** | Assessment part 2: Key Episode The IT Crowd | Annotations – peer assessment  |
| **18** | Assessment feedback Part 1 | Green pen improvements |

****

**Communications Faculty- Media Studies – Curriculum Intent – TV Sitcoms**