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| **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 |  |  |  |

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| **Lesson** | **Learning Focus** | **Assessment** | **Key Words** |
| **1** | Assessment (Sitcoms) feedback Part 2 | Green pen | Mis-en-Scene  Male gaze  Audience theory  Uses and Gratification  Target Audience  Demographic  Representation  Fandom  Masthead  Slogan  tagline  Regulation  Industry  Distributing  Circulating  Marketing  Publicity  Media platforms  Digital platforms  Promotional Campaigns |
| **2** | What are the key conventions of a magazine? | Self assess |
| **3** | How do magazines appeal to an audience? How has the way we read magazines changed over time? | Self assess |
| **5** | Short answer industry questions – magazines. | Annotation and green pen |
| **6&7** | Set Product: GQ Magazine. Annotation, background and key features. Appeal to TA etc. | Annotation of set product. |
| **8&9** | Set Product: Pride Magazine. Annotation, background and key features. Appeal to TA etc. | Annotation of set product |
| **10** | 25 mark question practice – comparing magazines | Self assess |
| **11** | Revision for mock exam – Adverts and Film industry | Self |
| **12** | Revision for mock exam – Music industry and radio | Self |
| **13&14** | Assessment: Mock Exam – Components 1&2 | Assessment |
| **15** | Feedback on comparison practice | Green pen |
| **16** | Completion of magazine notes | Self |
| **17&18** | Mock exam feedback | Green pen |

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**Communications Faculty- Media Studies – Curriculum Intent – Magazines**