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| **Topic** | **Criteria** | **R** | **A** | **G** |
| **Understanding industry and media theories** | Show a clear understanding of media theories relating to the advertising (Propps, Male Gaze) |  |  |  |
| Show a clear understanding of advertising and marketing methods |  |  |  |
| Make accurate use of subject terminology |  |  |  |
| **Understanding and analysing set products** | Demonstrate a competent and clear understanding of the set products: Quality Street Advert and the This Girl Can Advert |  |  |  |
| Show accurate understanding of why adverts appeal to target audiences. |  |  |  |
| **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** | Introduction to the media. What is the media? | Peer and self assess | male gaze  target audience  demographic  representation  key signifier  industry  marketing  publicity  media platforms  promotional Campaigns |
| **2** | What are the different media platforms? What is target audience? How does print media appeal to target audiences? | Green Pen improvements |
| **3&4** | What is Male Gaze theory? How does it apply to the women in the adverts? | Peer assessment |
| **5&6** | Background to set product - Quality Street. How are women represented in 1950s adverts? | Green Pen |
| **7&8** | Preparation and extended writing – the representation of women in the selected adverts | Extended Writing |
| **9&10** | Background and contexts to Quality Street and the set product. Analysing the advert. | Self-assessment |
| **11** | Short answer questions on the Quality street advert. | Green Pen |
| **12&13** | Background and context to This Girl Can. Independent analysis of the series of adverts. | Self-assessment |
| **14&15** | Target audience – This Girl Can – annotations and improvements. | Green Pen |
| **16** | Assessment: Print Advertising – longer question | Assessment |
| **17** | Assessment: Print Advertising – short questions. | Assessment |
| **18** | Assessment feedback | Green Pen |

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**Communications Faculty- Media Studies – Curriculum Intent – Year 10 Autumn 1 - Advertising**