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| --- | --- | --- | --- | --- |
| **Topic** | **Criteria** | **R** | **A** | **G** |
| **Understanding industry and media theories** | Show a clear understanding of media theories relating to the magazines and newspapers (U&G, Male Gaze, Halls) |  |  |  |
| Show a clear understanding of industry. |  |  |  |
| Make accurate use of subject terminology |  |  |  |
| **Understanding and analysing set products** | Demonstrate a competent and clear understanding of the set products: GQ and Pride covers/The Sun and The Guardian covers/The Sun as a newspaper |  |  |  |
| Show accurate understanding of why audiences use news 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&2** | Introduction and context – the magazine industry – how do the magazine covers appeal? | Self assess | masthead  logo  slogan  headline  marketing  mass advertising  target audience  demographics  tabloid  broadsheet |
| **3&4** | Features of a magazine cover – analysing an unseen product and writing about it. | Extended Write |
| **5&6** | Set product – Pride Magazine. Analyse the cover in detail. Annotate and improve annotations. | Green Pen |
| **7&8** | Set product – GQ magazine. Analyse the cover in detail. Annotate and improve annotations. | Green Pen |
| **9** | Practice extended writing on one of the set products and one unseen. | Extended Write |
| **10** | Background to The Sun newspaper – how does it maintain its readership? How does the website appeal to its audience? | Peer assess |
| **11** | What is the difference between a tabloid and a broadsheet – how do the Sun and the Guardian differ? | Self-assess |
| **12** | Feedback from lesson 9 | Green Pen |
| **13** | Compare how the Sun and the Guardian report on a similar issue – preparation. | Peer assess |
| **14** | Extended writing on the above. | Extended Write |
| **15** | The Sun and Hillsborough – TA. | Green Pen |
| **16** | Revision for mocks. | Revision |
| **17** | Mock exam revision. | Revision |
| **18** | Media Mock Exam – feedback in Spring 1 | Assessment |

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**Communications Faculty- Media Studies – Curriculum Intent – Year 11 Autumn 2 – Magazines and Newspapers**