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# Belfairs Academy

## Media Studies Fundamentals

Year 11 T1 T2

Knowledge	Skills
<p>To be able to assess and analyse the media language and representation offered by a product</p>	<p><b>CASE STUDY 20 slide Powerpoint. FORMATIVE ASSESSMENT</b></p> <p>Describe each product using key terms</p> <ul style="list-style-type: none"> <li>• Explain and compare who each video is aimed at and how you know this? Give evidence.</li> <li>• Why or how may audiences relate to this artist or song? Refer to U and G theory.</li> <li>• Evaluate and compare the use of camera work, what meaning is conveyed?</li> <li>• Evaluate and compare the use of editing, what meaning is conveyed?</li> <li>• Evaluate and compare the use of location, what meaning is conveyed?</li> <li>• Evaluate the narrative, What is the story of the lyrics? What meaning is conveyed?</li> <li>• Other elements you could analyse and compare, use of diegetic sound, naturalistic elements, special effects etc.</li> <li>• What are the overall similarities and differences in the videos in how they have used media language?</li> <li>• What is the main message of each video?</li> <li>• Is the representation of this message positive or negative? How? Why? Refer to Hypodermic needle/ reception theory.</li> </ul> <p><b>STRETCH AND CHALLENGE</b> – Add detailed annotated images from each video</p>
<p>To be able to demonstrate product knowledge</p>	<p><b>SUMMATIVE ASSESSMENT</b></p> <p>Explain one way in which music videos use media language to differ from each other. Refer to one example of contrasting media language in two music videos you have studied to support your answer.</p>
<p>To be able to demonstrate product knowledge</p>	<p><b>DEVELOPING EXTENDED RESPONSE</b></p>



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	<p><b>STRETCH AND CHALLENGE</b> Respond to this question Directors of music videos should be able to include whatever content they want to reflect the meaning of the lyrics in an artistic way.</p>
To be able to demonstrate knowledge of regulation.	<p><b>SUMMATIVE ASSESSMENT</b> Who regulates online music videos and why is this required?</p>
To be able to understand and apply media industries	<p><b>RESEARCH TASK</b> <u>TASK</u>: Look at the Mojo website <a href="http://www.mojo4music.com/">http://www.mojo4music.com/</a> and find out the following</p> <ul style="list-style-type: none"> <li>• Who makes Mojo Magazines?</li> <li>• What type of company are they?</li> <li>• What other products do they make?</li> <li>• How do they make their money?</li> <li>• Who regulates print?</li> </ul> <p><b>STRETCH AND CHALLENGE</b> – explain the effect of ownership on the audience including theory.</p>
To be able to segment and justify the target audience of mojo magazine	<p><b>ANALYSIS TASK</b> Look at a whole copy of Mojo magazine</p> <p>What kind of artists are in the product? Who is their target audience?</p> <ul style="list-style-type: none"> <li>• What kind of articles/features are there and what are they about? Who would these appeal to?</li> <li>• Who is the target audience and how do they address them?</li> <li>• What kind of adverts are there in the product and who may these appeal to?</li> <li>• Who tracks readership of this product?</li> <li>• Go to national readership survey</li> </ul> <p><b>STRETCH AND CHALLENGE</b> – What other evidence are you able to evaluate to evidence the intended primary and secondary audiences for MOJO magazine.</p>



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To be able to apply theoretical concepts to the target audience of mojo magazine	<b>VISUAL TASK</b> Create the target audience for Mojo magazine.
To be able to analyse the use of media language to create meaning	<b>FORMATIVE ASSESSMENT</b> Comparison task Compare Mojo and We Love Pop for the following elements Layout Typography Colour Image Language Conventions Intertextuality  <b>STRETCH AND CHALLENGE</b> _ Bring in analysis of another product to compare in greater detail and show a deeper understanding of media language.
To be able to analyse and evidence the use media language to create meaning in a print product	<b>SUMMATIVE ASSESSMENT</b> Refer to the extracts. How far is media language used differently to reflect the genre conventions? Give a range of similarities and differences
To be able to analyse the representations created in print products	<b>ANALYSIS TASK: FORMATIVE ASSESSMENT</b> Chose these or your own editions of each magazine and do an analysis of the following things..... You can do this on word or PowerPoint <ul style="list-style-type: none"> <li>• Changes in gender roles – are women absent or present? What does this imply?</li> <li>• Are traditionally stereotypes present?</li> <li>• Are LGBT people present or absent?</li> <li>• Is there evidence of diversity of gender and sexual identities?</li> <li>• Are people of colour present or absent? Is there evidence of diversity?</li> <li>• What kind of celebrity culture is evident? Is it about how they look or what they do?</li> <li>• Is there evidence of consumerism?</li> <li>• Is there advice or information of self-improvement, material goods?</li> </ul> <b>STRETCH AND CHALLENGE – Research and explain the historical, social and cultural</b>



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	<b>issues covered in magazines from 1960s and compare that to this current issue.</b>
To be able to evidence a deep understanding of representation	<b>SUMMATIVE ASSESSMENT</b> Using the extracts for reference discuss the representation of musicians in each product.
To be able to understand the implications of media regulation	<b>SUMMATIVE ASSESSMENT</b> Who are the regulators for print? Give one rule journalists have to follow and why this is in place
To be able to Apply audience theory	<b>RESEARCH TASK</b> Do further research if you need to before answering these questions We will watch this making of live lounge first <a href="http://www.bbc.co.uk/academy/production/radio/producing/article/art20140219095240566">http://www.bbc.co.uk/academy/production/radio/producing/article/art20140219095240566</a>  What kind of music do they play? How would you describe the tone? Who presents it and what effect does this have? How can you access live lounge? Why did they make the choice to visualise it? Who is the target audience for this product? How many listeners do they have? - look on RAJAR Would you say those who listen to radio are in decline ? Why? How can the audience interact with the product and why is this important?  <b>STRETCH AND CHALLENGE – consider and explain what you would do to improve radio as a medium.</b>
To be able to deconstruct the effect of ownership	<b>RESEARCH AND PRESENT</b> Create a Presentation describing each of the stations the BBC has, how their audiences are different and why people enjoy listening to each station.  <b>STRETCH AND CHALLENGE – Apply how the rules the BBC has to stick to affect its programming.</b>



To understand the effect of media regulation on radio products	<b>CASE STUDY</b> Find one case study of a radio programme that was banned or got in to trouble with Ofcom for doing something that they shouldn't. Write a report that explains <ul style="list-style-type: none"><li>• The case</li><li>• Why they got in trouble</li><li>• How this may have offended listeners</li><li>• <b>STRETCH AND CHALLENGE</b> Your opinion on this with reference to theory.</li></ul>
To be able to show a deep understanding of audience for radio products	<b>SUMMATIVE ASSESSMENT</b> Explain how and why producers of radio programmes target different audiences. Refer to Radio 1 live lounge to support your answer.
To be able to demonstrate a range of planning and production skills to showcase understanding of Media audiences, language, ownership and representation.	<b>PRACTICAL TASK</b> Create a 3 minute radio show for a commercial Rock genre radio station aimed at 26-40 year olds, mainly male but trying to attract more females, with a disposable income.  Come up with a script & mind map that plans all of the below; You can do this in pairs/3s maximum but you will edit on your own.  2 x rock genre music tracks An interview with the latest cover star of MOJO magazine - If you don't know do the research! A phone in about the effect of music videos on young people - PLAN THIS A competition aimed at attracting a middle aged audience– think about what would appeal to them Create a jingle that would attract advertisers to fund your show – who would your likely advertisers be?  <b>STRETCH AND CHALLENGE</b> _ produce and include your own sound effects, music and other effects and detail their connotation and intended impact on the audience.



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Year 11 T3 T4

Knowledge	Skills
To be able to understand the requirements of section B News	<p><b>RESEARCH TASK: How has print changed?</b></p> <ul style="list-style-type: none"><li>• How has news consumption changed?</li><li>• Why are newspapers still hanging on if there decline is imminent?</li><li>• Why might they still be important to people?</li><li>• Include facts from your homework and how the news industry has changed.</li></ul> <p><b>STRETCH AND CHALLENGE – What is the future of the medium of news? What future do you envisage?</b></p>
To be able to analyse media language of news products	<p><b>FORMATIVE TASK</b></p> <p>Get yourself 2 copies and keep them in your folder.</p> <ul style="list-style-type: none"><li>• You can write on these.</li><li>• Answer these questions on a powerpoint, moodboard or word document.</li></ul>



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	<ul style="list-style-type: none"><li>• 1. How has typography been used in each edition? What connotation is created?</li><li>• 2. How has layout been used in each edition? What connotation is created?</li><li>• 3. How has language been used in each edition? What connotation is created?</li><li>• 4. How has colour been used in each edition? What connotation is created?</li><li>• 5. What images have been used in each edition? What connotation is created?</li><li>• 6. What conventions are evident? Why have they been used?</li><li>• 6. What kind of content is evident?</li><li>• 7. What do the stories say about the time they were produced?</li><li>• 8. Who or what is being represented?</li><li>• 9. How would this representation effect the audience?</li></ul> <p><u><b>STRETCH AND CHALLENGE</b> give a detailed case study where a piece of news has been told different and therefore affected the audience differently.</u></p>
To be able to demonstrate current knowledge	<p><b>SUMMATIVE ASSESSMENT</b></p> <p>Using the front cover supplied to you analyse the use of at least <b>THREE</b> media language elements. Give detailed evidence and the connotations that the elements create for the audience.</p> <p><b>20 minutes</b></p> <p><b>In SILENCE</b></p>



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	In BOOKS
To be able to understand the beliefs and values of conglomerate	<p><b>RESEARCH TASK</b></p> <p>Look on the timeline and answer the following questions</p> <ol style="list-style-type: none"><li>1. When was the observer published for the first time?</li><li>2. What was its aim/intention?</li><li>3. What made its readership decline?</li><li>4. Who was its first female editor? What did this signify?</li><li>5. What was the circulation by 1908?</li><li>6. What layout changes happened in 1942?</li><li>7. What did transferring the ownership to a trust do in 1945?</li><li>8. Who wrote for the observer other then journalists? Why do this?</li><li>9. When was the colour magazine realised?</li><li>10. Who bought The Observer in 1993?</li><li>11. Why launch more products in 2003?</li><li>12. What technological/design advances has the paper been involved in? give</li><li>13. FINISH with a conclusion of what you think of The Observer – what kind of product are they?</li></ol> <p><b><u>STRETCH AND CHALLENGE – Find and Use at least 3 other websites/sources to support your analysis</u></b></p>
To be able to understand the history of The Observer	<p><b>PAIRED TASK</b></p> <p>In pairs create the following presentation</p>





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	<ul style="list-style-type: none"> <li>• Find out 3 things about the ownership structure of The Observer ( The GMG and The Scotts trust)</li> <li>• What are the values &amp; beliefs of the company?</li> <li>• What political party do they lean towards and what does this imply?</li> <li>• Describe the history of the Newspaper and the effect this has had on news reporting.</li> <li>• What is your opinion of this newspaper? Do you think they met their aims?</li> <li>• Find evidence of front covers etc that illustrate its values and beliefs.</li> </ul>
<p>To be able to demonstrate knowledge of ownership and its effect</p>	<p><b>FORMATIVE ASSESSMENT- REPRESENTATION TASK</b></p> <p>Using the extract, analyse the representation created and explain its effect on the audience.</p> <p><b>Age – How is it Portrayed? Positively? Negatively?</b></p> <p><b>Gender – Is it an equal representation? Why? How?</b></p> <p><b>Race – Is it a fair portrayal? Is it equal? Is it positive?</b></p> <p><b>Stereotypes – Are they used? Why? How?</b></p> <p><b>How would this representation effect the audience?</b></p> <p><b>How might an audience respond differently? Apply Reception theory.</b></p> <p><b>Is this evidence of the hypodermic needle theory?</b></p>



	<b><u>STRETCH AND CHALLENGE - include a range of theoretical perspectives.</u></b>
To be able to analyse the representation offered by a print product	<b>SUMMATIVE ASSESSMENT</b> <ul style="list-style-type: none"><li>• “The representations featured in the online Observer reflect its values and beliefs” –</li><li>• Analyse the representations featured in the extract you are given.</li><li>• Explain and give evidence of the portrayal of their values and beliefs</li><li>• Draw conclusions on how far you agree with the statement.</li><li>• <b>INSILENCE IN BOOKS 30 Minutes</b></li></ul>
To be able to deconstruct the target audience of a product	<b>EXTENDED WRITING TASK</b> <p>Write a 300 words description of the target audience to give information to those who wish to advertise in the paper.</p> <b><u>STRETCH AND CHALLENGE - look at company rate cards and audience profiles for high level exemplars.</u></b>
To be able to analyse and compare print and online news	<b>COMPARISON TASK</b> <p>How do these front covers reflect the time that they were made?</p> <ul style="list-style-type: none"><li>• How are different groups represented?</li><li>• How is the media language different?</li></ul>



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	<ul style="list-style-type: none"><li>• How do the front covers reflect The Observers values and beliefs? To be forward thinking etc.</li><li>• Compare these front covers to at least one other newspaper front cover from the same time.</li></ul> <p><b><u>STRETCH AND CHALLENGE - Explain and consider the range of values various print products may have and how this effects news</u></b></p>
To be able to demonstrate knowledge of historical news	<p><b>SUMMATIVE ASSESSMENT</b></p> <ul style="list-style-type: none"><li>• Explain how broadsheet newspapers reflect the time and historical contexts in which they were published, Refer to the Observer front page from 30 October 1966 that you have studied to support your answer.</li><li>• <b>IN SILENCE IN BOOKS 30 MINUTES</b></li></ul>
To be able to analyse the web version of a traditional print product	<p><b>ONLINE ANALYSIS</b></p> <ul style="list-style-type: none"><li>• What kind of stories do they have? Give at least 3 different stories</li><li>• How is the site similar or different to the paper version?</li><li>• Analyse the use of media language used, refer to the kind of images and use of them along with typography, layout and language.</li><li>• How much content is there on the websites? More then the paper version do you think?</li><li>• What kind of representations are created and how?</li></ul>



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	<ul style="list-style-type: none"> <li>Is evidence of their company's values and beliefs. I.e. Supportive of multiculturalism, equal opportunities, left wing political support, valuing a range of cultural hobbies.</li> </ul> <p><b><u>STRETCH AND CHALLENGE - Using theory explain how online news can affect the audience differently to print news.</u></b></p>
<p><b>Explore the effect of social and participatory media on news</b></p>	<p><b>ANALYSING SOCIAL MEDIA</b></p> <p>What is the difference between Twitter, Instagram and online?</p> <p>Create a presentation that outlines the following;</p> <p>Give an example of a story that was portrayed differently on different platforms.</p> <p>How the language used is different in each social media</p> <p>Explain how they attract different audiences?</p> <p>Justify how the tone may change between social media and the traditional print product?</p> <p>Explain how meaning is created differently?</p> <p>Why would it be a good idea to have these social medias attached to your product/company?</p> <p>Explain, despite the different platform if there is evidence of their company's values and beliefs. I.e. Supportive of multiculturalism, equal opportunities, left wing political support, valuing a range of cultural hobbies.</p>



	<b><u>STRETCH AND CHALLENGE - Discuss what are the pros and cons of social media. What is an Eco Chamber? Explain and justify.</u></b>
<b>To be able to demonstrate the difference in media language for social media</b>	<p><b>PRACTICAL TASK</b></p> <p>Using the front cover you are given</p> <ul style="list-style-type: none"><li>• Imagine you are in charge of the social media for The Observer</li><li>• Using the main story on the front cover create the Twitter feed and Instagram post. You can do these on Photoshop to look like a realistic tweet/instagram.</li><li>• How will you use language differently?</li><li>• How will you use images etc?</li><li>• Will you use a different tone? How why?</li><li>• How would you attract the target audience?</li></ul> <p><b><u>STRETCH AND CHALLENGE - Use photoshop and create your own photography.</u></b></p>
<b>To be able to understand the regulations around print and apply them to a case study</b>	<p><b>EXTENDED WRITING TASK:</b> Write a 500 word account of how the owner of a paper can effects its content? Does it? Should it? What are the effects on the audience? How do you think print should be regulated?</p>
<b>To be able to apply regulation to print products</b>	<p><b>REGULATION TASK:</b> Remind yourself then find a print case study they have dealt with.</p> <ul style="list-style-type: none"><li>• 1. Explain the case study</li><li>• 2. Explain the rules it has broken – discuss Libel law</li><li>• 3. Give your opinion on the case.</li></ul>



	<ul style="list-style-type: none"> <li>4. Apply theory – how may audiences have responded or felt differently about this issue</li> </ul> <p><b><u>STRETCH AND CHALLENGE - Apply A level theory.</u></b></p>
To be able to understand the impact of technological convergence	<p><b>SUMMATIVE ASSESSMENT</b></p> <ul style="list-style-type: none"> <li>Who regulates print and why is this required?</li> <li><b>IN SILENCE IN BOOKS 10 minutes</b></li> </ul>
To be able to understand the impact of technological convergence	<p><b>TABLE ANALYSIS</b></p> <p>Have a look at The Observer in print and online and look for similarities and differences and comment on why this might be. You should already have some notes on this. As an extension you could also see if the Australian or US versions of The guardian have any differences. – why might this be?</p>
To be able to apply Uses and Gratification theory to a print product.	<p><b>TABLE COMPARISON TASK</b></p> <p>Uses and gratifications</p>
To be able to demonstrate knowledge of media theory.	<p><b>SUMMATIVE ASSESSMENT</b></p> <ul style="list-style-type: none"> <li>Why may an audience choose print over the online version of news? Give audiences pleasures for the print version.</li> <li><b>IN SILENCE IN BOOKS</b></li> <li><b>10 minutes.</b></li> </ul>



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	<b>FINAL PRACTICE QUESTIONS</b>
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