

Programme of Learning – Subject X

	Year 7	Year 8	Year 9	Year 10	Year 11	Post 16
Knowledge & Understanding			<p><u>Textual Analysis:</u> The study of basic semiotics, the creation of signs and symbols and the way meaning is created.</p> <p><u>Lights, Camera, action:</u> The study of camera shots/movement/angles. An introduction to symbolic codes such as lighting, editing and sound through the creation of a short moving image product.</p>	<p><u>Narrative:</u> The study of narrative techniques in a range of media texts. This unit will culminate in a narrative report on an animated family film.</p> <p><u>Media Production:</u> The creation of a media product, from initial ideas to the development of pre-production activities. Culminating in the creation of a genre specific media product.</p>	<p><u>Genre:</u> The study a range of print products, culminating in a textual analysis of a print advertisement.</p> <p><u>Representation:</u> The study of the way individuals, groups and cultures are represented through the mass media.</p> <p><u>Exam Techniques:</u> Interpreting questions, analytical language, pre-production techniques</p>	<p><u>Ownership and Control:</u> The power of media conglomerates.</p> <p><u>Single Camera Techniques:</u> The creation of a media product in a specific genre.</p> <p><u>TV Advertising:</u> The study of advertising techniques and the creation of a TV advert.</p> <p><u>News Production:</u> The creation of a broadcast news report.</p>
Skills & Application			<p><i>Students will be introduced to the basic principles of semiotics. Students will learn how to analyse texts using key concepts such as audience, genre and representation.</i></p> <p><i>Students will start to deconstruct the technical codes used in media texts. Students will begin to work with softwares such as imovie in order to manipulate audio-visual material.</i></p>	<p><i>Students will be able to identify the narrative techniques that are common to specific genres. In addition, students will be able to link narrative techniques to key concepts of genre and audience.</i></p> <p><i>Students will carry out detailed pre-production activities before creating a genre specific media product that is suitable for an appropriate audience.</i></p>	<p><i>Students will be able to identify genre conventions that are common to a specific genre. In addition, students will be able to link genre conventions to key concepts of narrative, representation and audience.</i></p> <p><i>Students will apply their skills to exam style questions. Textual analysis and media industries will be covered in depth.</i></p>	<p><i>Students will learn how to research key moral and ethical issues surrounding media ownership.</i></p> <p><i>Students will learn how to deconstruct media texts using sophisticated subject specific language.</i></p> <p><i>Students will use single-camera techniques to create subject specific media products.</i></p>

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Learning Approaches

A range of online resources housed on pgslearningzone.co.uk help students to carry out relevant research and analysis using subject specific language. Students create their own website and upload a range of practical work, research and analysis.

Students use a range of softwares including imovie and garageband to manipulate audio and video in order to create a range of media products.

Student Support & Development

All members of the department have an MA in education innovation, specialising in the use of new technologies.

The department runs a community radio station, PGFM, that broadcasts every year on a restricted service licence. The department also produces a live TV programme. Friday World is created by students from all year groups.

Subject vision

(why study this subject,
what it might lead to)

Progression

Students who are successful at GCSE often progress to post 16 study. The National Diploma in TV & Film provides the opportunity for students to enhance their practical and analytical skills. Students who are successful at post 16 often go on to degrees or apprenticeships in; Media Production, English and Journalism, Marketing, Advertising, Web Design etc.

Assessment & Monitoring of Progress

Student progress will be assessed through a variety of formative and summative assessments. Students should expect to receive real-time feedback from their peers and their teachers during Media Lessons. Students will be expected to improve their work by acting upon the feedback they receive. Each half term, students will have their class work and independent work formally assessed and be given time to reflect on and in turn improve their work.

Development of Subject Specific language

Students will be expected to use subject specific language in all aspects of the course, including their written and oral responses. Students will be expected to know the relevant language associated with the mnemonic – GRANTIS. (Genre, Representation, Audience, Narrative, Textual Analysis, Industry and Sound)

Students will be assessed on their levels of literacy and encouraged to reflect on their spelling, punctuation and grammar.