

Curriculum Map: Media Year 9

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Declarative knowledge 'I Know'	I know that some groups of people are represented in negative ways in the media and I know the tools used to construct these representations	I know a wide range of media language techniques which are used to construct meaning in moving image texts	I know that magazines have specific audiences that they cleverly target	I know the principles behind public service broadcasting in relation to news	I know the key features of film promotion materials, such as posters and DVD packaging	I know the different ways in which a GCSE set product was promoted to audiences
Skills Procedural Knowledge 'I know how to'	I know how to talk about representations in terms of typical and atypical ways	I know how to analyse the ways in which meaning is constructed and how it might influence opinions about brands	I know how to examine a magazine text to question who is being targeted	I know how to present issues in a reliable, non-biased and non-discriminatory way	I know how to take appropriate photographs and how to use some PhotoShop tools to layout a poster and a DVD cover	I know how to analyse promotional products in terms of how they use media language and how the representations are constructed
Strategies Conditional Knowledge 'I know when to'	I know when to look critically at media products and to question the representations I see and hear	I know when to criticise messages about brands and to look for the ways in which media language affects meaning	I know how to identify a target audience and the things the magazine is doing to engage the reader	I know when to question and verify information in news programming	I know when to use a range of different techniques to create meaning in my own products	I know when to use certain examples from set products in my answers to support my arguments
Key Questions	How do the media influence the ways in which individuals and groups are seen by audiences?	How is media language used to create a sense of brand identity?	How do magazines influence audiences and how do audiences influence magazines?	How does public service broadcasting deliver news in a trustworthy and non-biased way?	How do I take photographs suited to promoting a film and use PhotoShop to lay out the materials appropriately?	How is media language used to construct representations in the promotional materials for Spectre?
Assessment topics	Representations in a range of media forms	Analysis of an unseen TV advert	Create your own magazine cover to demonstrate your understanding of target audience	Production of a short audio-visual news broadcast suitable for airing on the school's website	Recreate an existing poster and DVD cover for a film	GCSE-style practice question on Spectre products
Cross curricular links/Character Education	Awareness of representations and prejudices that may result	Awareness of the impact of music, spoken language and artwork on meaning	Awareness of the influence the media has over audiences, including issues of body image and focus on outward appearance	Awareness of the importance of reliable news broadcasting	Application of photography, design and ICT skills	Awareness of the representations of heroes and villains and how these are often linked to potentially damaging prejudices based on gender and ethnicity