



Scheme of Learning: Year:10 Unit: 1 Understanding audiences

Sequence 1: Analysis - be able to conduct research, primary and secondary target audiences	Sequence 2: Purpose of media texts looking in-depth into the theorist and analysing applying to media contexts and chosen products	Sequence 3: Narrative structures investigating media products apply narrative structure to the chosen products	Sequence 4: Characterisation the relationship between product, audience and purpose
<p>In-depth analysis on Media products,</p> <ul style="list-style-type: none"> audiences and purpose <p>Looking at a range of past and present media product.</p> <ul style="list-style-type: none"> Podcasts magazines and mobile apps, <p>Examine how media products engage audiences for a given purpose.</p>	<p>Genre, narrative, representation and audience interpretation selecting media products from one of the three sectors:</p> <ul style="list-style-type: none"> audio/moving image, publishing and interactive, and explore how genre, narrative and representation are combined to engage their audience. Theorists – Todorov, Strauss, Hypodermic needle, cultivation, uses & gratification theory. 	<p>Narrative, to include:</p> <ul style="list-style-type: none"> storytelling, e.g. story and plot in a film, inverted pyramid in a newspaper article, visual representations to reinforce the text on an app narrative structures, e.g. linear, non-linear, circular, interactive, open/closed, single/multi-strand point of view (POV), e.g. third-person narrator in a radio documentary, editorial in a newspaper, first-person shooter computer game. 	<p>Characterisation, to include:</p> <p>Character functions in film, print advertisements, computer games</p> <ul style="list-style-type: none"> themes, e.g. dystopia in science fiction films, identity in music magazines, apocalypse in zombie games setting, e.g. location in a film, photographs in a magazine, open-world diegesis of a computer game mode of address, e.g. formal style of TV news, the direct address of a magazine cover, the informal address of a computer game.
Interleaving:	Deeper Learning:		Formative Assessment:
Products – genre – narrative -To be a threaded through each sequence to re-visit topic, which will form a fully understood unit.	Analysis to develop their understanding of how media products are created to appeal to their audiences.		A portfolio of evidence of their analysis of media products and experimentation with production techniques.



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CATHOLIC COLLEGE

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