

Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	10	Sequence No.	3	Topic	C1 LA: Purpose of Media Products

Retrieval	Core Knowledge	Student Thinking
What do teachers need to retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to develop our students' thinking, encouraging them to see the inequalities around them and 'do something about them!'
<p>Key knowledge to retrieve/assess before new content:</p> <ul style="list-style-type: none"> • Students K+U of how Media products create meaning and purpose through a combination of linguistic, symbolic and technical coding. • Key media vocab from previous units. • Ability to break down a media product for its hidden agenda, meaning, target audiences. • Students' prior knowledge and experiences of how the Media can manipulate people. 	<p>In component 1 LA: students will develop core knowledge of how to:</p> <ul style="list-style-type: none"> • Conduct independent research into various media products of their own choice. • Respond to an industry style brief set by the exam board. • Debate different target audiences e.g. who the primary and secondary target audience is for each product • The different purposes of media products. • Applying important media theories and using media terminology accurately. • Creating a portfolio of evidence-based research. <p>Core knowledge relating to the Purpose of Media products includes:</p> <ul style="list-style-type: none"> • Looking at a range of past and present media products, such as podcasts, magazines and mobile apps, learners will examine how media products engage audiences for a given purpose. Purpose, to include: information, entertainment, escapism, profit, community benefit, raising awareness, critical acclaim, inspiration, innovation, experimentation. • Learners will develop their understanding of the relationship between media products, their audiences and purposes through analysis, discussion, note taking and lectures. Students' knowledge will be 	<ul style="list-style-type: none"> • Students learn about how to respond to an industry style brief and meet the requirements of a client. This helps prepare them for working in real-life industry contexts. <p>Key questions that promote student thinking in this unit include:</p> <ul style="list-style-type: none"> • What do we mean when we analyze the purpose of a media product? • What different purposes do media products have? E.g. to sell a product, to sell an idea, to raise social-awareness of an issue, to get you to do something etc. • Can media products have multiple purposes? Can media products have a positive purpose or are they all just trying to make money? • Do all media products have the same purpose?

	<p>assessed in the form of a PowerPoint presentation of independent research looking at a variety of past/present media products.</p> <p>Media products students need to analyse include the following:</p> <ul style="list-style-type: none"> • audio/moving image products, e.g. TV programmes, films, music videos, animations, TV and radio advertisements, radio broadcasts, podcasts. • Publishing products, e.g. newspapers, magazines, comics, brochures, advertisements. • Interactive media products, e.g. websites, mobile apps, e-magazines, mobile games, video games, online games, advertisements. <p>Tier 2 vocab taught:</p> <ul style="list-style-type: none"> • Demographic I.e. a particular sector of a population. • Age • Income I.e. money received, especially on a regular basis, for work or through investments. • Job • Gender • Ethnicity I.e. the fact or state of belonging to a social group that has a common national or cultural tradition. • Social-class I.e. a division of a society based on social and economic status. • Purpose • Primary target audience • Target audience • Producer <p>Tier 3 vocab taught:</p> <ul style="list-style-type: none"> • Maslow’s Hierarchy of Needs I.e. Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs 	<ul style="list-style-type: none"> • What different media products should I be analyzing? • What is classed as a past & present media product? • What are the social, cultural and political implications of different media products and what is meant by this?
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