

14-19 MIXED	Autumn	Spring	Summer
Unit Title	<ul style="list-style-type: none"> Exploring advertising and marketing Creating a music video 	<ul style="list-style-type: none"> What's on the radio TV and film 	<ul style="list-style-type: none"> Publications and magazines Journalism and newspapers
Key concepts	Media Language	Media Representations	Media Industries and Media Audiences
Skills Focus	Recognising selling methods, product promotion, theming/design, fonts, target audiences, marketing	Exploring radio broadcasts, promoting online and adding soundtracks and jingles. Creating short films and evaluating popular films and TV shows.	Evaluating existing publications, identifying types of magazine audience, newspaper journalism, advertising and promotion
Key vocabulary	advertisement –advert, persuasion, slogan, jingle, campaign, promotion, logo, brand, endorsements	Broadcast, podcast, film, TV, production, audience, series, character, actor, director	Magazine, cover, target audience, genre, publishing, reporting,
Accreditation	AQA UAS 24206 MEDIA: ADVERTISING	AQA UAS 108142 CREATING A SHORT FILM TRAILER	AQA UAS 110493 ENGLISH: MEDIA
Links to other subjects	English, Computing, Music	English, Computing, Music	English, Computing, Music, Art

2019-2020



Media Studies at Meadowside promotes democracy, tolerance, respect and individual liberty through breadth of planning to identify media representations of different cultures, gender and societal groups.